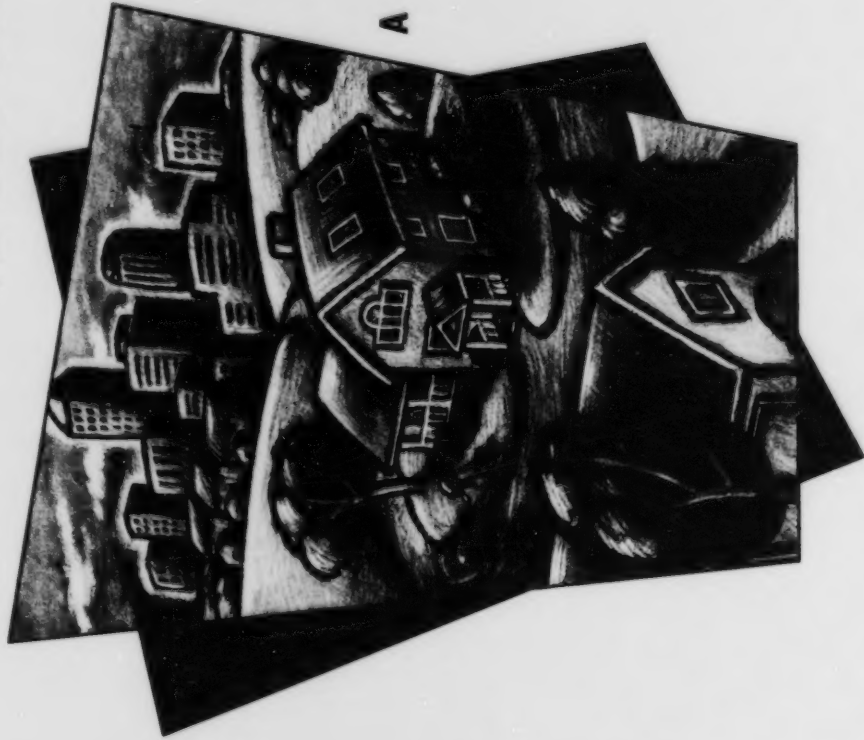




CONSUMER INTENTIONS

TO BUY OR RENOVATE A HOME

Toronto



A Look at Tomorrow's Customers Today



HOME TO CANADIANS
Canada



CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

A look at tomorrow's customers.... today

Toronto

December 1999

Canada Mortgage and Housing Corporation

Consumer intentions to buy or renovate a home in Toronto: a look at tomorrow's customers ... today.

Reports on *Consumer Intentions to Buy or Renovate a Home* are available for Vancouver, Calgary, Edmonton, Toronto, Montreal and Halifax. A National Review of these six markets can also be purchased.

For information on the reports or how to order any number of them contact CMHC by:

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Custom tables and special analysis of the Toronto survey results can also be provided by CMHC. Should you have questions or comments on the content of this report, or wish to discuss the costs and time frames for obtaining additional custom analysis of the results, contact Ted Tsiakopoulos, Market Analyst at (416) 218-3407.

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Overall highlights

Home purchase intentions: Larger potential pool of Toronto buyers in 2000

- 12.3% of households in Toronto intend to buy a home in the next year, up from 11.5% last year.
- 6.4% are ready to buy now (strong intenders), down from 7% last year.
- 42% of strong intenders are owners while first time buyers still dominate at 58%.
- 72% of strong intenders find single-detached homes most appealing while only 1% of those looking to buy now considering condominiums.
- A larger number prefer pre-owned homes.
- Strong intenders prefer a home in York Region (17.6%), followed by Mississauga (13%) and Central Toronto (12.4%); just over half (55%) of strong intenders prefer an established neighborhood.
- Intenders considering either new or pre-owned prefer homes between 2001-2500 sq. ft.

Potential home buyers: Continue to be young and well off

- 68.6% of all intenders are under the age of 45.
- 70% of ready to buy now intenders fall between ages of 25-44.
- 72% of all intenders households earn over \$40,000.
- Change in household job prospects and financial circumstances are the largest reasons delaying a purchase.

Household size, income and price matter

- Pool of intenders and size of home preferred increases with higher levels of household income.
- Buying intentions intensify for larger households; 4 or more person households comprise 36.5% of all intenders.
- A little over half (53%) of intender households have no children while when households with children are in the market they become slightly more serious intenders.
- Largest segment of intender households earn \$40,000-\$60,000 per year; more than half of these intenders plan to purchase home between \$150,000-\$250,000.

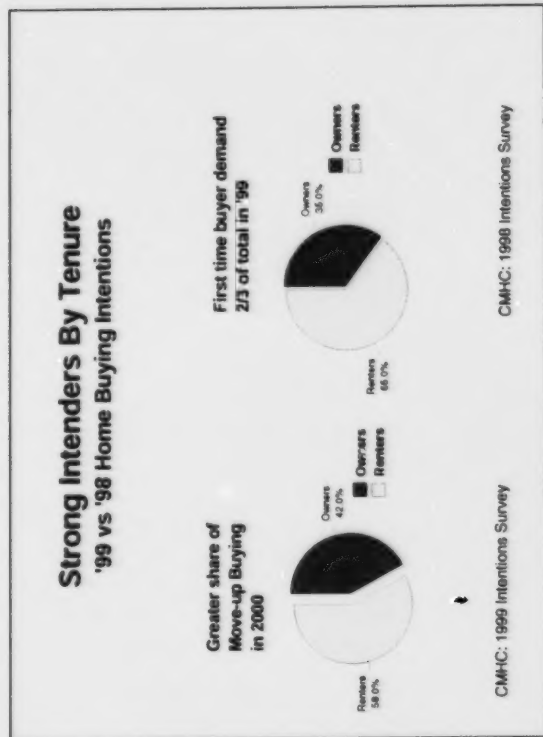
Consumer intentions to buy or renovate a home in Toronto: a look at tomorrow's customers ... today.

Overall highlights (continued)

- More than half of intender owners (55.2%) plan to move-up while just over a quarter (25.5%) are looking to move down.

Renovation Intentions: Interior work most important renovation

- 44% of current homeowners have thought about renovating their home in next 12 months while 18% ready to renovate now; most renovator intenders reside in Central Toronto.
- Most important renovation projects planned related to interior work with 29% planning to paint and wallpaper.
- Other popular choices include basement/attic conversion (13.6%), carpeting & flooring (11.2%) and external construction/repair (10.3%).
- Larger number of renovator households (46.7%) have household size of 4 or more persons; most serious intenders are households with children.
- Almost 25% of renovators plan to spend over \$5,000 on all renovations with an average of \$9,900, while an average of \$7,300 to be spent on *most important renovations*.



- Most renovator intenders (55%) are between ages 35-44 & 45-54.
- 36.6% of all intenders stated will do renovations themselves while 36% stated will hire general contractors/skilled tradesman.

Part A - Home purchase intentions

Market segments

Synopsis

A large number of Toronto households surveyed in 1998 indicated serious consideration in purchasing a home in 1999. These intentions were further fueled by decent full time job creation, affordable borrowing rates and strong levels of consumer confidence. Strong 1999 demand across the Toronto area enabled record sales to be registered. Decent affordability also encouraged a number of first time buyers to switch tenure from rental to home ownership. Although move-up buying was limited in scope, it is anticipated that equity gains registered over the last few years shall encourage more of this activity in the year 2000. With slower job growth and higher mortgage rates, the sales pace is expected to slow while a greater number of move up buyers shall keep 2000 demand firm.

A larger pool of buyers in 2000

Overall, about 12% of Toronto households are either *ready to buy or looking to buy* in the next year. About 6% of households are *ready to buy now* (strong intenders) while 6% are looking to buy in the near future (moderate intenders). Across a population of 1,600,000 households in Toronto, it is estimated that about 102,000

households are *ready to buy* in the near future while roughly 94,000 are *looking to buy* in the medium term.

	(n)	(%)	Home Purchas e Intentio ns
Strong	193	6%	
Moderate	180	6%	
Not intending to buy	2,656	88%	
Total	3,029	100%	

How do we define someone who intends to purchase?

Generally, households who are *ready to buy*, that is, those we judge to have *strong intentions*, state that they have a high (more than 50/50) chance of buying in the next 6 or 12 months, have a pre-approved mortgage *and* have engaged in some form of active search. By active search we mean using a Realtor, arranging a pre-approved mortgage, or visiting homes (new and pre-owned) for sale. Those *looking to buy* are households we judge to have more moderate intentions and

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Overall purchase intentions grow from last year

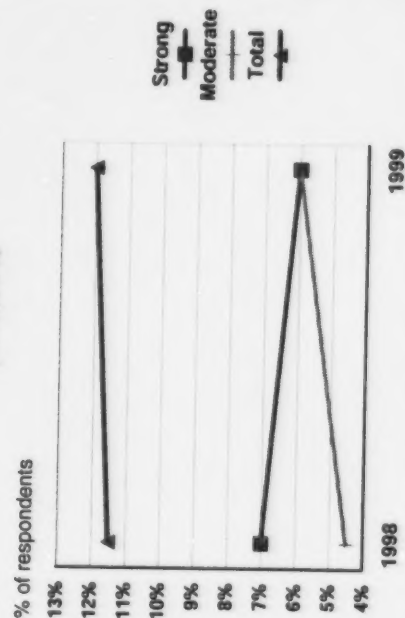
As noted above, about 12% of Toronto residents are either ready to buy (actively searching for a home) or are looking to buy (actively planning a home purchase) in the next year.

The pool of potential buyers has improved since last year when a total of 11.5% of households were considering the purchase of a home. Alternatively, last year a slightly larger number of *ready to buy* intenders (7%) were most serious about the purchase of a home while the share of those *looking to buy* (moderate intenders) was much smaller at 4.5%.

While the number of serious intenders has edged slightly lower, overall intentions are similarly important as under specific circumstances moderate intentions can and sometimes do become more serious. As an example, stronger consumer confidence in the local Toronto economy may have helped intentions intensify during 1999.

report a 50/50 chance or less of buying in the next 6 or 12 months, but still say they are in the market for a home. (See Data Report for details).

Home purchase intentions: 1998 - 1999
(n=3,029)



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Residents in Central Toronto, Toronto West and Mississauga have most serious intentions

Residents in Central Toronto, Mississauga and Toronto West are the most likely to buy a home in the coming year.

Roughly 14% of residents in these 3 districts of the city plan to buy a home. Approximately half (50%) are *ready to buy now*, with most serious intenders being in the Mississauga area.

Although the number of respondents is much smaller, 20% of residents in Milton also showed a willingness to buy.

Residents in Ajax-Pickering expressed the lowest willingness to buy a home in the coming year. Fewer than 5% of respondents are planning to buy with only 3% *ready to buy*.

Readers are reminded that this represents the current area in which residents live and not the area in which they intend to buy.

Location of intender by strength of intentions			
	Strong	Moderate	Non-Intender
Total Sample (n=3,029)	6%	6%	88%
Ajax-Pickering (n=86)	3%	2%	94%
Toronto East (n=487)	6%	6%	88%
Toronto Central (n=1119)	6%	8%	86%
Toronto West (n=230)	6%	7%	88%
York Region (n=328)	5%	3%	92%
Brampton (n=209)	7%	4%	89%
Mississauga (n=343)	10%	5%	85%
Oakville (n=74)	4%	5%	91%
Milton (n=15)	7%	13%	80%
Other (n=94)	5%	6%	88%

Note: Totals may not sum to 100% due to rounding. In this and other tables, (n) represents the number of observations.

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Who will buy? Characteristics of home purchase intenders

Although renters are most likely to be in the market, share of owner intenders has grown

While first time buyers are still dominant, as they have been throughout the 90s, their share of buyer intentions has dropped relative to current home owners.

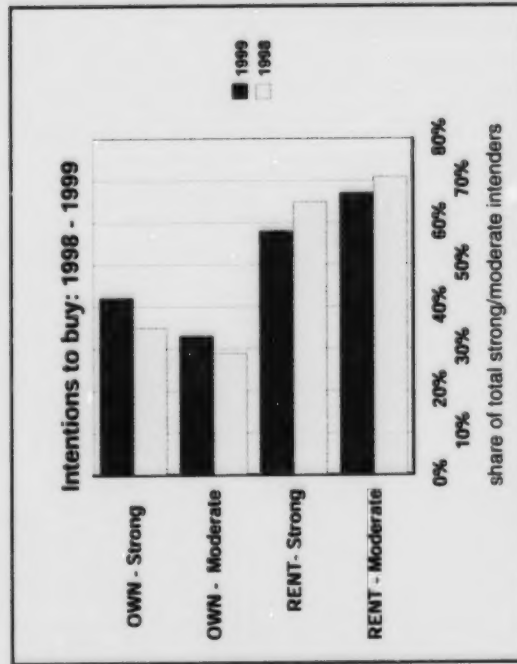
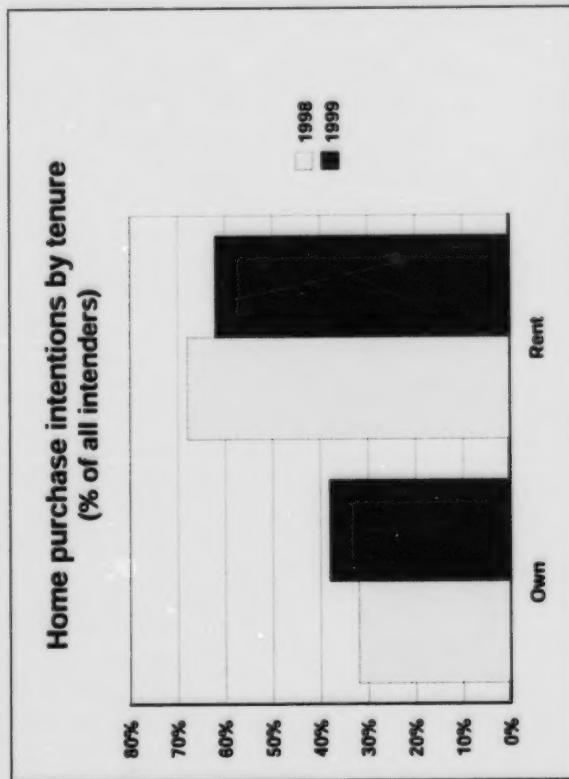
About 38% of those who intend to make a home purchase currently own their existing dwelling vs 33% last year. Furthermore, renter households account for roughly 63% of all intenders vs 67% last year.

The return of affordability in the Toronto housing market has

encouraged renters to consider a shift to home ownership in light of rising rental rates across the Toronto CMA.

Likewise after a decade of high interest rates, sluggish job growth and declining housing prices, the late 90s have enabled owners to post positive equity gains. Consequently, prospects for move-up buying have improved.

While overall strong intentions as a share of total intentions has declined since last year, the home homeowner's share of strong intentions has grown in 1999.



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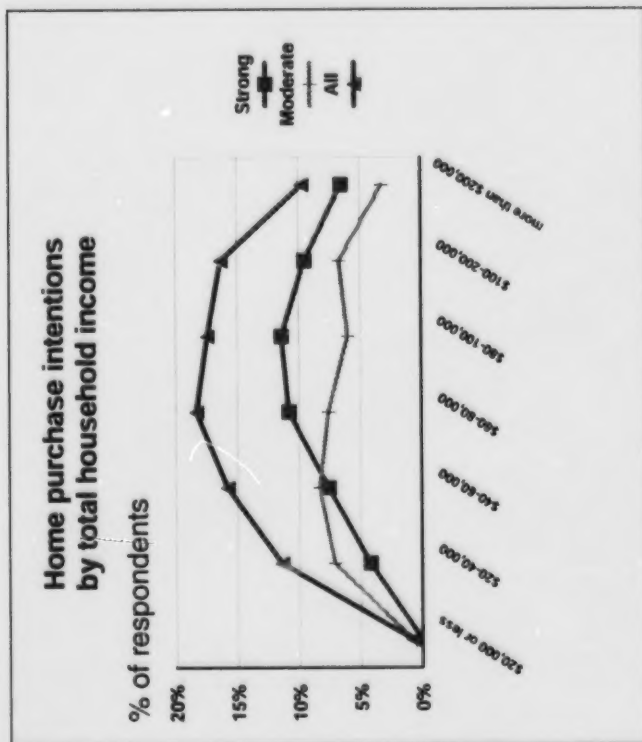
Nearly half of home purchase intenders earn between \$40,000-\$80,000 in income

The largest share of home purchase intenders (24%) earn between \$40,000-\$60,000 while those in an income bracket of \$60,000-\$80,000 aren't too far behind in terms of home buying intentions. For example, Toronto households earning between \$60,000-\$80,000 are most likely to purchase a home as roughly 18% of all respondents in this income bracket plan to do so.

In last year's survey, the largest share of home purchase intenders were similarly households earning between \$40,000-\$80,000.

Intentions to purchase a home increases with income and peaks among those with income levels between \$60,000-\$80,000.

Intentions do drop off when looking at all household responses at higher income levels.



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A market dominated by first time buyers who are younger

Over 2/3 of home purchase intenders are under the age of 45

- Relative to other age groups, those between 25 and 34 years of age are most likely to be in the market for a home, with 21% reporting intentions to buy while 11% are ready to buy.
- After age 45, intentions to buy a home in Toronto decline. Less than 10% of respondents between ages 55-64 plan to purchase a home while the share of respondents intending to buy drops to 4% for those aged 65 and over.

The age profile of home purchase intenders is consistent with the analysis by income and housing tenure (owners/renters). Much of the demand for housing comes from younger families who move from a rented accommodation into their first home as their household finances progress sufficiently.

Strength of home purchase intentions by age						
	18 - 24 (n=91)	25 - 34 (n=614)	35 - 44 (n=702)	45 - 54 (n=573)	55 - 64 (n=398)	65 and over (n=497)
Strong	6%	11%	10%	5%	4%	1%
Moderate	10%	10%	6%	6%	3%	3%
Non-intender	85%	79%	84%	90%	93%	96%
Total						
						(n=2,875)
						6%
						6%
						88%

Note: Totals may not sum to 100% due to rounding

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Households both with and without children intend to purchase a home

Typically demand for a home increases when household size improves. This year's survey confirms just that.

- Although the share of all home purchase intenders with or without children is very similar, households become slightly more serious when children are involved. For example, households with children are more serious intenders (9%) while those without children are less serious (5%).
- When looking at potential intender households alone, households without children under the age of 18 slightly dominate at 53% of all intentions (strong + moderate intentions).

Four or more person households across the Toronto area are more likely to buy a home in the next 12 months (15% of all respondents).

Strength of home purchase intentions by household composition						
	Number of household members				Children under 18	
	1 member (n=672)	2 members (n=830)	3 members (n=523)	4 or more- (n=957)	Yes (n=1075)	No (n=1908)
Strong	3%	7%	8%	8%	9%	5%
Moderate	7%	5%	6%	7%	7%	5%
Non-intender	90%	88%	86%	86%	84%	90%
Total (n=2983)						
Note: Totals may not sum to 100% due to rounding						

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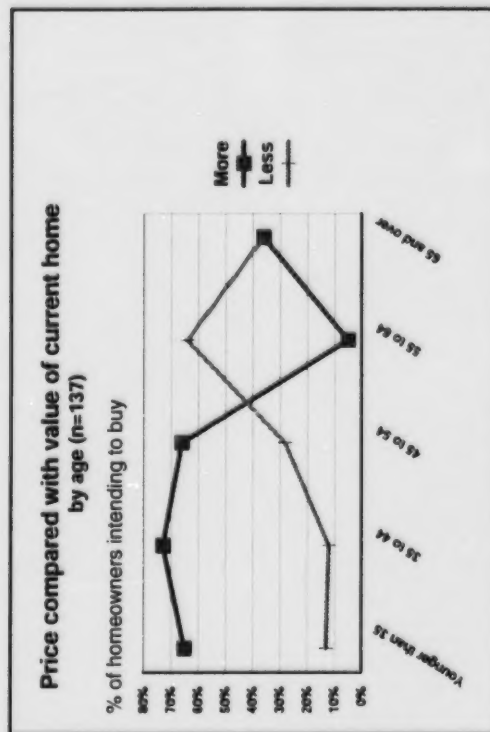
More home owners are looking to upgrade

A larger share of home owners (55%) have expressed an intent to pay more for their next home.

- The majority of older interder households intend to move down (pay less). For example, 64% of interder households aged 55-64 will pay less for their next home. In fact, of those who will pay less, nearly ¾ (74%) are over the age of 45.
- Likewise of those households who will move up (pay more), more then 2/3 (68%) are under the age of 45.

Price compared with value of current home		
Will spend...	(n)	(%)
More	76	55%
About the same	26	19%
Less	35	26%
Total	137	100%

Note: Total may not add to 100% due to rounding.



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York Region, Central Toronto & Mississauga - most popular neighbourhoods among intenders

- York Region, Central Toronto and Mississauga are the most popular destinations among those looking to buy a home. Overall, approximately 56% of intenders are looking to move up while 25% are looking to move down.
- Most move down buyers are those who are interested in purchasing outside the Toronto Census Metropolitan Area (67%).

In several areas, a greater number plan to move up in terms of the value of their new home compared with their existing home.

- In the most popular neighbourhoods, most intenders are looking to move up. For example, 88% and 81% considering a home purchase in Brampton and Mississauga respectively, will pay more than the price of their existing home. Similarly, those contemplating a home in York Region, a little over half (52%) say they will pay more.

Typically, with higher average home prices in the core, some prospective intenders turn to other neighbourhoods in the Greater Toronto Area for improved affordability (ie. Oshawa, Clarington, Burlington).

Next home purchase relative to current home by community

	Ajax-Pick.	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Oakville	Other (Greater Toronto)	Total
More	100%	67%	62%	64%	52%	88%	81%	43%	14%	56%
Same	-	25%	24%	-	24%	-	14%	43%	19%	18%
Less	-	8%	14%	36%	24%	13%	5%	14%	67%	25%
All intenders	1%	9%	16%	11%	19%	6%	16%	5%	16%	100%

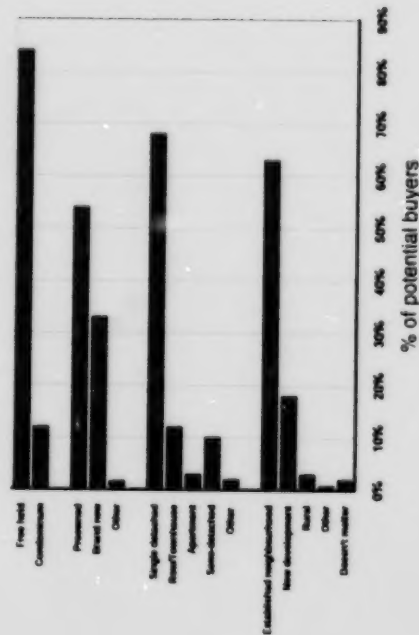
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What are buyers looking for? An overview

To gauge buyer preferences, the survey reviews a comprehensive list of attributes that buyers may wish to have in their home. These attributes include price, dwelling type, size, and other important housing characteristics.

- Nearly half of prospective buyers (49%) are looking for homes between \$150,000-\$250,000. In fact, roughly 50% of October year to date GTA sales in the resale market fall within this price range.
- Nearly 2/3 (63%) of all intenders are looking to buy in an established neighbourhood.

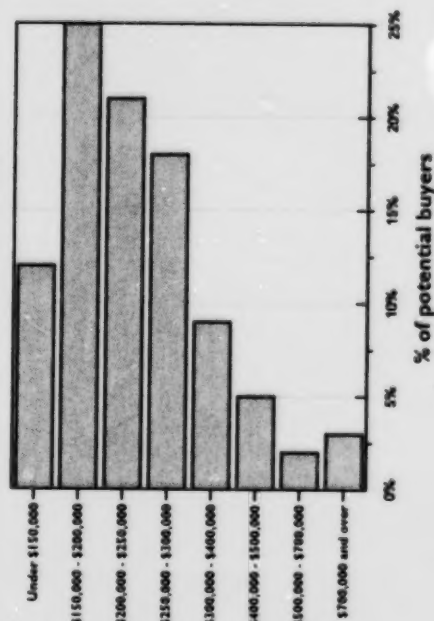
Profile of home preferences
(n=373)



- Over 2/3 (68%) of intenders are looking for a single-detached dwelling.
- A freehold arrangement is the most popular choice among home purchase intenders (84%), while over a half of intenders (54%) prefer a pre-owned home.

Readers should remember that income, household size, and number of children in the home simultaneously determine housing preferences.

Price range of home sought

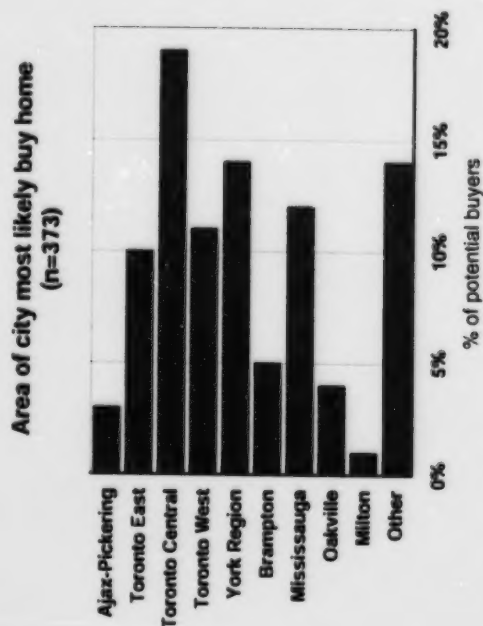
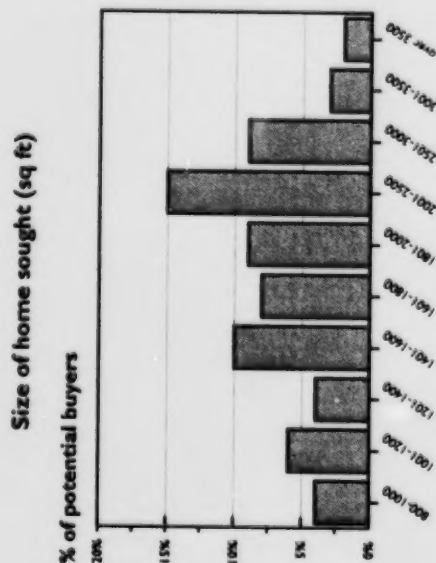


What are buyers looking for? (continued)

At least 15% of prospective home buyers prefer a home between 2001-2500 sq.ft. Homes over 1600 sq.ft. appear to be most popular.

When looking at all intenders who plan to buy over the next 12 months, most prefer Central Toronto (19%) as a location for their next home.

Other popular areas include York Region (14%), other Greater Toronto area neighbourhoods (14%) and Mississauga (12%).



Intention to buy by community in which most likely to buy										
	Ajax-Pick. (n=14)	Toronto East (n=37)	Toronto Central (n=73)	Toronto West (n=40)	York Region (n=53)	Brampton (n=21)	Mississauga (n=45)	Oakville (n=14)	Other (n=53)	Total (n=350)
Strong	43%	59%	33%	53%	64%	48%	56%	63%	64%	50%
Moderate	57%	41%	67%	47%	36%	52%	44%	38%	36%	46%

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The price dimension ...

Most popular price range for a home in Toronto is between \$150,000-\$250,000

While nearly half of all sales in the resale market (Oct '99 year to date) have been registered in the \$150,000-\$250,000 price range, Toronto new home prices for semi detached product have similarly averaged between \$200,000-\$220,000.

Overall, 60% of all prospective buyers prefer a home under \$250,000.

- Similarly, last year's survey indicated that 65% of all home purchase intentions planned would be under \$250,000.
- Those least likely to be ready to buy are those households searching for homes under \$150,000.
- Those most ready to buy are those seeking a home between \$400,000-\$500,000, although sample of respondents is much smaller in this price range.

Strength of home purchase intentions by price of house sought		Under \$150,000 (n=43)	\$150- \$200,000 (n=101)	\$200- \$250,000 (n=80)	\$250- \$300,000 (n=69)	\$300- \$400,000 (n=33)	\$400- \$500,000 (n=18)	Over \$500,000 (n=19)	Total (n=363)
Strong (Ready to Buy)		37%	46%	51%	59%	61%	72%	53%	52%
Moderate (Looking to Buy)		63%	54%	49%	41%	39%	28%	47%	48%
Note: Totals may not add to 100% due to rounding.									

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Larger share of intender households at higher incomes prefer higher priced homes

- As income increases the share of intender households preferring a higher priced home improves. For instance, while only 5% of intenders earning \$20,000-\$40,000 prefer a home priced over \$250,000, 29% and 37% of those earning \$40,000-\$60,000 and \$60,000-\$80,000 respectively would consider paying more than a \$250,000 for their next home.

Nearly 75% of intender households earning between \$40,000-\$100,000 prefer homes between \$150,000-\$300,000.

- Most intender respondents (46%) earning between \$20,000-\$40,000 in income prefer a home priced between \$150,000-\$200,000. In fact, 75% of intender respondents earning less than \$40,000 prefer a home priced below \$200,000.
- 32% of intender households earning between \$40,000-\$60,000 likewise prefer a home in the \$150,000-\$200,000 price range.

Price of home sought by total household income							Total (n=337)
	Under \$ 20,000 (n=2)	\$ 20,000- 40,000 (n=63)	\$ 40,000- 60,000 (n=92)	\$ 60,000- 80,000 (n=80)	\$80,000- 100,000 (n=49)	\$100,000- 200,000 (n=46)	
Under \$150,000	-	29%	17%	5%	2%	4%	12%
\$150,000 - 200,000	50%	46%	32%	29%	14%	9%	28%
\$200,000 - 250,000	-	19%	22%	30%	20%	20%	23%
\$250,000 - 300,000	-	5%	21%	15%	41%	26%	20%
\$300,000 - 400,000	-	-	3%	13%	12%	20%	8%
\$400,000 - 500,000	-	-	3%	6%	4%	9%	4%
Over \$500,000	50%	2%	2%	3%	6%	13%	60%
Don't know/refused	-	2%	-	-	3%	-	4%
Note: Totals may not add to 100% due to rounding.							-

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Pre-owned homes under \$250,000 are in demand

Just over half (54%) of all intender respondents prefer a pre-owned home. In addition, among all intenders who prefer either new or pre-owned, the \$150,000-\$200,000 price range appears most popular (27%).

- A larger share of intender respondents who prefer a pre-owned home (62%) would pay less than \$250,000 for their home. Most (28%) are opting to pay between \$150,000-\$200,000.

- Similarly, of those intender respondents who opted for a new home, more than half (60%) prefer to pay under \$250,000.

When looking at the Toronto market in 1999 for pre-owned homes, nearly 75% of homes sold year to date fall below \$250,000.

Price of home sought by type of house (new/pre-owned)			
	New (n=124)	Pre-owned (n=201)	Other (n=7)
Under \$150,000	9%	14%	0%
\$150,000 - 200,000	26%	28%	29%
\$200,000 - 250,000	25%	20%	14%
\$250,000 - 300,000	20%	18%	-
\$300,000 - 400,000	11%	6%	43%
\$400,000 - 500,000	2%	5%	-
over \$500,000	4%	5%	14%
Don't know/refused	2%	2%	-
Note: Totals may not add to 100% due to rounding.			

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Intenders may pay a premium for high demand neighbourhoods

The majority of all intender respondents prefer to pay below \$250,000 for their next home. However, when high demand neighbourhoods are considered, intenders are willing to pay a premium.

- While nearly 40% of all intenders are willing to pay over \$250,000 for their next home, well over half of those who plan to purchase in the Central Toronto and York Regions are willing to pay above this amount.
- The largest markets for homes under \$200,000 are in Ajax (57%) and in other areas (ie. GTA(other=55%))
- Other neighbourhoods where intenders seek affordability includes: Toronto East, Oakville and Brampton.

Price of home sought by community in which most likely to buy

	Ajax-Pick. (n=14)	Toronto East (n=38)	Toronto Central (n=73)	Toronto West (n=40)	York Region (n=53)	Brampton (n=21)	Mississauga (n=46)	Oakville (n=14)	Milton (n=4)	Other (n=51)	Total (n=354)
Under \$150,000	14%	5%	8%	8%	4%	10%	9%	-	25%	35%	11%
\$150,000 - 200,000	43%	47%	15%	38%	13%	33%	30%	43%	25%	20%	27%
\$200,000 - 250,000	29%	13%	27%	13%	23%	24%	22%	21%	-	29%	22%
\$250,000 - 300,000	-	5%	18%	18%	30%	33%	2%	14%	25%	8%	18%
\$300,000 - 400,000	7%	13%	10%	13%	15%	-	9%	-	25%	2%	9%
\$400,000 - 500,000	-	3%	7%	8%	8%	-	2%	21%	-	-	5%
\$500,000 - 700,000	-	-	7%	-	6%	-	-	-	-	2%	3%
over \$700,000	7%	8%	5%	-	2%	-	-	-	-	2%	3%
Don't know/refused	-	5%	3%	5%	-	-	-	-	5%	2%	2%

Note: Totals may not add to 100% due to rounding.

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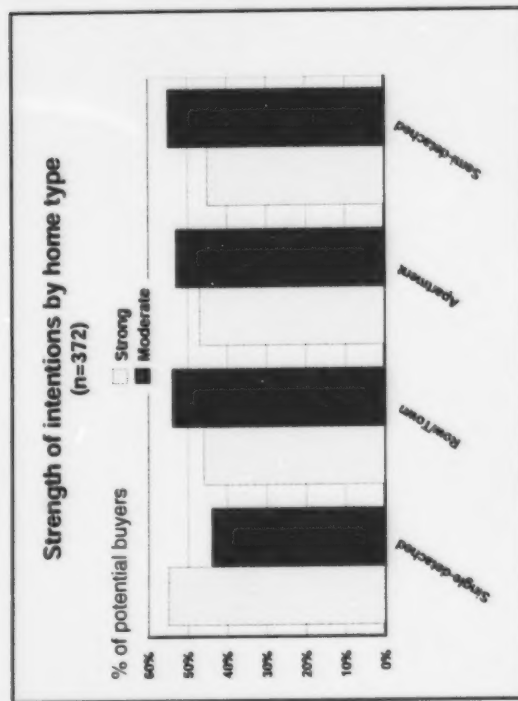
What are buyers looking for? Housing types

More than half of prospective buyers are looking at pre-owned, single-family homes

Among those who expect to buy a single-detached home, 55% are *ready to buy*. Comparatively, less than half of those looking for a row/townhouse, apartment and semi-detached home are *ready to buy*.

Among those who intend to purchase in the next year (strong and moderate intend), 51% prefer that their home be pre-owned. This is similar but less than recent actual market activity where as much as 62% of all homes sold year to date Oct. '99 were pre-owned.

While the market is dominated by those intending to purchase a pre-owned single detached home, 21% of prospective buyers would still consider a new single detached unit.



Type of home considering buying	(n)	(%)
Pre-owned		
Pre-owned single	143	38%
Pre-owned row/duplex	41	11%
Pre-owned apartment	6	2%
New		
New Single	77	21%
New row/duplex	34	9%
New apartment	6	2%
Other	11	3%
Don't know/refused	54	15%
Note: Totals may not add to 100% due to rounding		

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Household income has moderate impact on demand for new homes

- Household income is not a motivating factor for the demand of new homes.
 - Interest in other dwelling types appears to be minimal.
- With the exception of the \$60,000-\$80,000 income category, income appears to have only a moderate impact on demand for new single family homes.
 - Across all income categories, at least half of interder respondents prefer single family homes (new & pre-owned).
- Demand for pre-owned single family homes is greatest for those interder households earning \$200,000+ (note: smaller sample n=6).
- 43% of those earning \$60,000-\$80,000 also find pre-owned single family homes most appealing.

Type of home sought by total household income							
	\$20,000 or less (n=2)	\$20,000-40,000 (n=63)	\$40,000-60,000 (n=89)	\$60,000-80,000 (n=80)	\$80,000-100,000 (n=48)	\$100,000-200,000 (n=46)	\$200,000 or more (n=6)
New single-family	-	24%	25%	18%	25%	20%	-
Pre-owned single-family	50%	38%	34%	43%	31%	39%	67%
New duplex/row/townhouse	-	14%	9%	9%	2%	13%	17%
Pre-owned duplex/row/town	-	14%	12%	9%	13%	11%	17%
New apartment	-	-	2%	-	2%	2%	-
Pre-owned apartment	-	-	3%	1%	2%	-	-
Other type of home	-	2%	2%	3%	8%	2%	-
Don't know/refused	50%	8%	12%	19%	17%	13%	-
Total							(n=334)
							22%
							38%
							10%
							12%
							1%
							1%
							3%
							14%

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Larger households are more interested in single family dwellings

Exactly 2/3 (66%) of intender respondents in the 4 or more member household category are interested in single family homes whether new (30%) or pre-owned (36%). Likewise, roughly 60% of two or three person households are interested in detached homes.

The market for new single detached homes increases with household size as 30% of households with 4 or more persons are interested in this type of home compared to only 10% of one person households.

A larger share of single person households have a greater interest in row and condo apartment type dwellings. Just under half (46%) are seeking this type of home. Condos have been very popular among Toronto residents catering to a number of customized tastes and buyers (ie. empty nesters, first time buyers, single households).

The presence of children at home has roughly the same effect on purchase intentions as having a larger household. Households with no children find their purchase intentions for single family homes declines. For example:

- 64% of families with children under 18 are interested in a single-family dwelling.
- Meanwhile, only 55% of families without children are interested in a single-detached dwelling.

Type of home sought by household size and children in household	Household size				Children under 18 in household		Total (n=369)
	1 (n=63)	2 (n=99)	3 (n=72)	4 or more (n=135)	Yes (n=172)	No (n=197)	
New single	10%	14%	22%	30%	25%	17%	21%
Pre-owned single	30%	47%	36%	36%	39%	38%	38%
New row/duplex	11%	9%	8%	9%	10%	9%	9%
Pre-owned row/duplex	24%	5%	11%	9%	10%	12%	11%
New apartment	5%	-	4%	-	-	3%	2%
Pre-owned apartment	6%	2%	-	-	-	3%	2%
Other	2%	5%	4%	1%	3%	3%	3%
Don't know/refused	13%	17%	14%	14%	14%	15%	15%

Note: Totals may not add to 100% due to rounding.

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Housing preference differs by neighbourhood

- Not surprisingly, preference for a specific house-type correlates strongly with preferences for specific neighbourhoods.
- Just over half (52%) of those who prefer to buy a home in a new subdivision also indicate a preference for a new single family home.
- Prospective buyers who would settle in established neighbourhoods prefer a pre-owned single family home (52%), while 14% indicate a preference for a pre-owned row house or duplex.

Type of home sought by type of neighbourhood preferred				
	New subdivision/ development (n=65)	Established neighbourhood (n=236)	Other (n=21)	Total (n=322)
New single	52%	11%	29%	20%
Pre-owned single	5%	52%	43%	42%
New row/duplex	28%	5%	-	9%
Pre-owned row/duplex	5%	14%	-	11%
New apt/condo	5%	1%	-	2%
Pre-owned apt/condo	-	3%	-	2%
Other	3%	3%	-	4%
Don't know/refused	3%	12%	-	10%
Note: Total may not add to 100% due to rounding.				

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What are buyers looking for? Home size

The size of home desired increases with the price range consumers are considering

- Well over half of those who report they will spend over \$250,000 are looking for homes with over 2000 sq.ft. For example, nearly 75% of those intending to pay between \$400,000-\$500,000 for their next home prefer homes over 2000 sq.ft., while 11% prefer a size of over 3500 sq.ft.
- At the lower end of the market, just over half (51%) of those looking to pay between \$150,000-\$200,000 prefer homes under 2000 sq.ft. Specifically, 15% prefer a home between 1400-1600 sq.ft.
- Those looking for homes priced between \$200,000-\$250,000 would prefer square footage between 1600-2500 sq.ft.
- Over 30% of intender respondents either refused to answer or didn't know.

Size of home sought (in square feet) by price range		Price range							Total	
Size of home sought	Price range	Under \$150,000 (n=43)	\$150,000-200,000 (n=101)	\$200,000-250,000 (n=82)	\$250,000-300,000 (n=69)	\$300,000-400,000 (n=34)	\$400,000-500,000 (n=19)	\$500,000-700,000 (n=10)	Over \$700,000 (n=10)	Total (n=368)
800 - 1000		12%	6%	2%	3%	-	-	-	-	4%
1001 - 1200		14%	11%	4%	1%	3%	-	-	-	6%
1201 - 1400		5%	6%	4%	1%	3%	5%	-	-	4%
1401 - 1600		12%	15%	10%	9%	9%	-	-	-	10%
1601 - 1800		2%	6%	18%	3%	6%	5%	-	-	7%
1801 - 2000		5%	7%	15%	13%	6%	5%	-	30%	10%
2001 - 2500		9%	5%	12%	35%	15%	21%	20%	30%	15%
2501 - 3000		-	3%	6%	12%	21%	26%	30%	20%	9%
3001 - 3500		-	-	1%	3%	12%	16%	-	10%	3%
Over 3500		-	-	1%	-	3%	11%	30%	-	2%
Don't know/refused		42%	42%	27%	20%	24%	11%	20%	10%	30%

Note: Total may not add to 100% due to rounding.

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As with price, size of home preferred correlated with income

Those in lower income groups prefer smaller homes.

For example those earning under \$40,000 either did not have a response or prefer homes under 1600 sq.ft.

In addition, 22% of households earning between \$40,000-\$60,000 prefer a home between 1600-2000 sq.ft.

Larger homes are associated with higher incomes. Those reporting earnings in excess of \$60,000 find that at least half of respondents in each bracket prefer homes over 1600 sq.ft. For example, although the sample of respondents is much smaller (n=5), 60% of intenders earning over \$200,000 prefer more than 2500 sq.ft. of space for their next home.

Size of home being considered (in square feet) by total household income								
	Under \$20,000 (n=2)	\$20,000-40,000 (n=62)	\$40,000-60,000 (n=90)	\$60,000-80,000 (n=78)	\$80,000-100,000 (n=47)	\$100,000-200,000 (n=47)	Over \$200,000 (n=5)	Total (n=331)
Under 1,200	-	11%	13%	8%	19%	2%	-	11%
1201 - 1400	-	11%	2%	3%	2%	2%	-	4%
1401 - 1600	-	5%	10%	14%	2%	19%	20%	13%
1601 - 2000	-	8%	22%	24%	15%	17%	-	18%
2001 - 2500	-	2%	18%	12%	23%	26%	20%	15%
Over 2,500	-	6%	4%	18%	17%	15%	60%	12%
Don't know/refused	100%	56%	30%	22%	21%	19%	-	30%

Note: Total may not add to 100% due to rounding.

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Preferred home sizes fluctuate throughout the city

Approximately half of intender households considering specific neighbourhoods (ie. York Region, Brampton, Mississauga, Oakville) for their next home prefer larger homes over 1600 sq.ft. In fact, over 71% of households interested in York Region prefer larger homes, with 29% considering homes over 2500 sq.ft.

Others who are considering a home in Toronto West prefer smaller homes.

Prospective buyers considering the Ajax-Pickering area prefer a home between 1600-2000 sq.ft.

Those seeking a home across the Greater Toronto Area also prefer a home under 2000 sq.ft.

Size of home sought (in square feet) by preferred community

	Ajax-Pick. (n=14)	Toronto East (n=37)	Toronto Central (n=71)	Toronto West (n=40)	York Region (n=52)	Brampton (n=21)	Mississauga (n=45)	Oakville (n=14)	Milton (n=4)	Other (n=53)	Total (n=351)
Under 1200	-	5%	13%	5%	6%	5%	4%	7%	-	17%	8%
1201 - 1400	7%	11%	1%	3%	4%	10%	2%	7%	-	-	4%
1401 - 1600	7%	5%	7%	28%	6%	5%	9%	21%	25%	13%	11%
1601 - 2000	21%	11%	14%	10%	19%	24%	24%	21%	-	21%	17%
2001 - 2500	14%	11%	11%	10%	23%	14%	27%	14%	25%	15%	16%
Over 2500	7%	8%	13%	8%	29%	10%	11%	14%	-	11%	13%
Don't know/refused	43%	49%	41%	38%	13%	33%	22%	14%	50%	21%	30%

Note: Totals may not add to 100% due to rounding.

What factors could influence home purchase intentions?

Economic factors can delay a home purchase

A little over one third (35%) of prospective home buyers report that economic factors would cause them to delay their home purchase. For example, 18% would delay their purchase if their personal finances deteriorated, while 15% cited job prospects could impact their purchase decision. Economic factors are less important in this year's survey versus last year.

- Just under a quarter (24%) stated that housing market conditions may impact their decisions.
- Finding the right home (13%) and an expensive market (8%) are 2 factors cited as being the biggest housing market related barriers.

Personal factors may also impede a home purchase. For example, 2% cited a death or illness in the family as a reason that may delay their purchase.

A number of household respondents (7%) also stated that nothing would delay their purchase. This would suggest that these are households in the final stages of their search.

In addition, the reasons given that may prevent a purchase are not exhaustive as other delay factors may impact one's decision to buy a home (10%).

This analysis indicates that economic factors, that may be beyond the control of the household pose the most important threats to consumers looking for homes

Circumstances that would delay purchase (n=161)		
	(n)	(%)
Economic	57	35%
Change in household job situation	24	15%
Change in household financial situation	29	18%
Interest rates	4	3%
Refusal of credit/Need more credit	-	-
Housing market	39	24%
Cannot find the right home/right location	21	13%
Home prices too expensive	12	8%
Cannot sell existing home	4	3%
Poor price for existing home	2	1%
Personal	13	8%
Develop health/mobility problems	1	1%
Just bought a home	9	6%
Death/Death of family member	1	1%
No longer need to move	-	-
Renovate existing home	2	1%
Other delay factors	16	10%
Nothing	11	7%
Don't know/refused	25	16%
Note: Totals may not add to 100% due to multiple response		

Barriers to home purchase tend not to change with higher incomes

It may seem reasonable to suppose that higher incomes remove uncertainty about purchasing another home. However, this is not the case. As income rises, roughly the same percentage of respondents cite "economic factors" as potentially delaying a home purchase.

For example, 42% of those with annual household incomes between \$20,000 and \$40,000 state that this would delay their purchase. This rises to 45% for those with incomes between \$80,000 and \$100,000 and drops slightly again to 36% for those with incomes between \$100,000-\$200,000.

This confirms how economic factors that affect household income especially employment, have a direct impact on the housing market.

For middle-income groups, concerns over housing market conditions are important. For example, over 1/3 (36%) of those between \$60,000 and \$80,000 noted that some condition in the housing market (e.g., rising prices, difficulty selling a home, etc.) could cause them to delay their purchase.

Larger households tend to be most affected by economic factors in their purchase intentions

A change in economic factors typically will defer purchase plans for larger households.

Couples (family size of two persons) appear to feel more threatened by the state of the economy than one person households as 40% of couples versus 22% of single households suggested this. Furthermore, 45% of 4 or more person households

have also expressed anxiety about changes in economic conditions and what that may mean for their participation in the housing market. These results may indicate that the financial commitment for a home may very well be shared across household members in the Toronto market.

Renters are more likely to defer home purchase plans

Renters typically have lower savings, no equity in an existing home, little experience with ownership, and lower incomes. Not surprisingly, just over half of renters (51%) indicated that a reversal in economic prospects would cause them to defer their purchase plans.

Alternatively, only 15% of owners suggested that adverse economic conditions would prevent them from participating in housing markets.

Those not currently in the housing market can be induced to enter under certain conditions

Most respondents interviewed for this survey do not intend to purchase in the next 12 months. Under certain conditions however, many may be prepared to enter the market.

- 35% of non intenders cited economic circumstances that needed to change to lure them back into the market. Changes in household finances (24%) and job conditions (7%) were cited as crucial variables.
- In addition, changes in housing market conditions (14%), more specifically finding the right home (9%) would encourage households to enter the market.
- Even higher income individuals earning over \$80,000 have also cited reasons like changes in household finances as being enough of an incentive to enter the housing market.

Circumstances might consider buying a home (n=2265)		
	(n)	(%)
Economic	802	35%
Change in household financial situation	553	24%
Change in household job situation	151	7%
Win lottery/Other windfall	90	4%
Interest rates	8	<1%
Housing market	320	14%
Found the right home/location	213	9%
Home prices dropped	26	1%
Good price on existing home	33	1%
Relocating/Moving (unspecified)	30	1%
Deterioration of existing home	18	1%
Personal	983	43%
Never moving again/Nothing	707	31%
Develop health/mobility problems	42	2%
Just bought a home	31	1%
Kids moved back/moved away	41	2%
Increase/decrease in family	29	1%
Graduate/finish school	8	<1%
Get married	26	1%
Loss of present home/Disaster	13	1%
Retirement of self/spouse	28	1%
Changes/Deterioration of neighbourhood	15	1%
If downsizing	7	<1%
Proper timing/Too young/Future purchase	7	<1%
Lifestyle change (unspecified)	8	<1%
Cannot afford/No money/Need money	21	1%
Other reconsideration factors	49	2%
Don't know/refused	111	5%
Note: Totals may not add to 100% due to multiple response		

Summary on home purchase intentions

Home purchase intentions: Larger potential pool of Toronto buyers in 2000

- 12.3% of households in Toronto intend to buy a home in the next year, up from 11.5% last year.
- 6.4% are ready to buy now (strong intenders), down from 7% last year.
- 42% of strong intenders are owners while first time buyers still dominate at 58%.
- 72% of strong intenders find single-detached homes most appealing while only 1% of those looking to buy now considering condominiums.
- A larger number prefer pre-owned homes.
- Strong intenders prefer a home in York Region (17.6%), followed by Mississauga (13%) and Central Toronto (12.4%); just over half (55%) of strong intenders prefer an established neighborhood.
- Intenders considering either new or pre-owned prefer homes between 2001-2500 sq. ft.

Potential home buyers: Continue to be young and well off

- 68.6% of all intenders are under the age of 45.
- 70% of ready to buy now intenders fall between ages of 25-44.
- 72% of all intenders households earn over \$40,000.
- Change in household job prospects and financial circumstance: are the largest reasons delaying a purchase.

Household size, income and price matter

- Buying intentions intensify for larger households; 4 or more person households comprise 36.5% of all intenders.
- A little over half (53%) of intender households have no children while when households with children are in the market they become slightly more serious intenders.
- Largest segment of intender households earn \$40,000-\$60,000 per year; more than half of these intenders plan to purchase home between \$150,000-\$250,000.
- More than half of intender owners (55.2%) plan to move-up while just over a quarter (25.5%) are looking to move down.

Part B: Home renovation intentions

Key market statistics

Synopsis

Slightly less than half (44%) of all homeowners (773 out of 1,778 interviewed) reported plans to renovate their homes in the next year. (This represents just over a quarter (26%) of all respondents, but it should be remembered that those currently renting were not asked about their renovation intentions.)

Almost 42% of homeowner intenders are *ready to renovate* immediately (strong intentions), while others have more medium term plans. Although renovation projects vary, most important renovation projects planned are related to interior work. For example, 29% of the most important renovations planned are related to interior decorating (painting & wallpaper). Meanwhile, other popular/important choices include: basement/attic conversion (14%), carpeting and flooring (11%) and external construction/repair (10%).

When looking at all renovations planned, almost 25% of renovators plan to spend over \$5,000, with an average of \$9,852 in planned expenditures.

How we defined someone who intends to renovate

Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next six months *and* had completed one pre-renovation activity (such as talking to a contractor or building materials supplier). Those *thinking about renovation* stated that they had a high chance of renovating in the next 12 months and some pre-renovation activity. A *possible/potential renovator* offered various other combinations of intentions (but no pre-renovation activity). A *non-intender* stated they had no intentions to renovate.

Renovation intentions		
	(n)	(%)
Strong (Ready to Renovate)	325	18%
Moderate (Thinking of Renovating)	222	13%
Potential Renovator	226	13%
Not intending to renovate	1,006	57%
Total	1,778	100%

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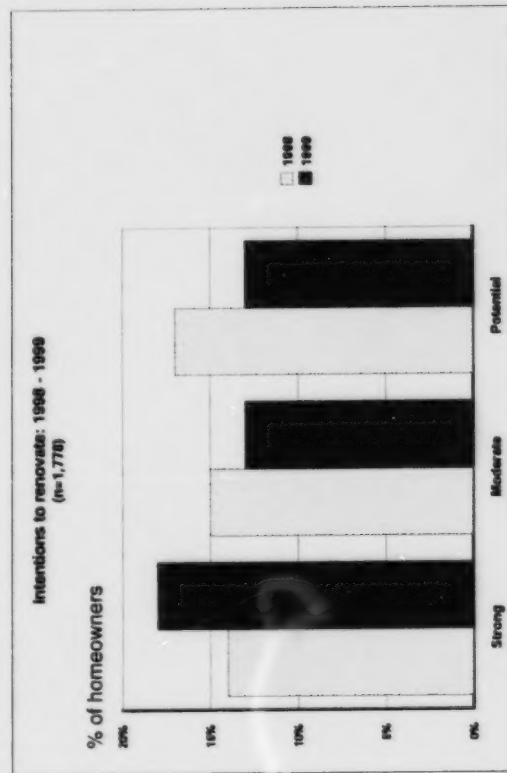
Slightly fewer homeowners plan to renovate this upcoming year compared to last year

Slightly less than half of all homeowners (44%) will renovate in the next year. This represents a 2% decline over last year.

Among those who intend to renovate:

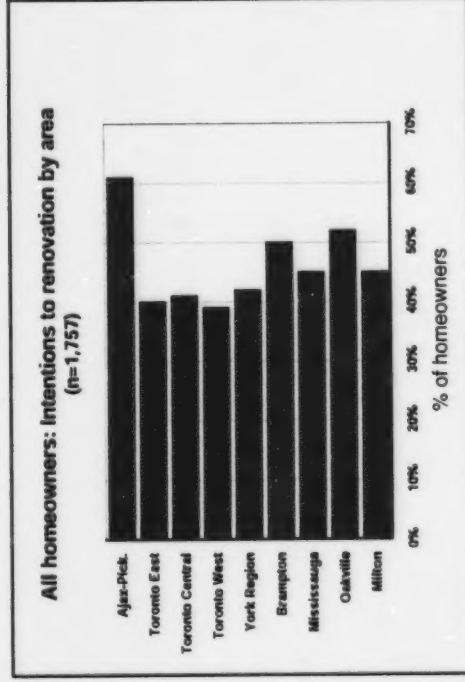
- 18% are *ready to renovate* now. In 1998, only 14% were ready to renovate. We consider this group as having *strong* renovation intentions.
- 13% are *thinking of renovating* in the next 12 months. In the 1998 survey, 15% had moderate renovation intentions.
- Similarly, 13% claim to be *potential renovators* while over 17% of homeowners last year claimed there was a possibility of renovating.

Renovation activity has been common among those buyers who bought at the peak of the late 80s in the Toronto CMA. With Toronto resale prices subsequently dropping from those levels, an accumulation of negative equity in their homes encouraged households to upgrade their existing dwelling rather than consider moving.



Intentions to renovate vary by area of the city in which homeowners live

- Some 61% of homeowners living in the Ajax-Pickering area have plans to renovate in the coming year. In addition, some 52% of homeowners in Oakville and 50% of respondents in Brampton may also renovate.
- Residents in Toronto East and Toronto West are the least likely to renovate with only 40% and 39% stating their intentions to do so respectively.
- While 18% of all homeowner intendents are *ready to renovate* (strong intendents), nearly 1/3 (31%) of residents in Ajax-Pickering are intending to do so immediately.



Renovation intendents: home renovation intentions by area				
	Strong	Moderate	Potential	Non Intenders
Total (n=1757)	18%	13%	13%	56%
Ajax-Pick. (n=70)	31%	16%	14%	39%
Toronto East (n=2790)	15%	12%	13%	60%
Toronto Central (n=445)	20%	10%	11%	59%
Toronto West (n=135)	8%	13%	18%	61%
York Region (n=273)	16%	13%	13%	58%
Brampton (n=169)	20%	17%	13%	50%
Mississauga (n=240)	20%	12%	13%	55%
Oakville (n=59)	24%	14%	14%	48%
Milton (n=11)	27%	18%	-	55%
Other (n=76)	17%	15%	13%	55%
Note: Total may not sum to 100% due to rounding.				

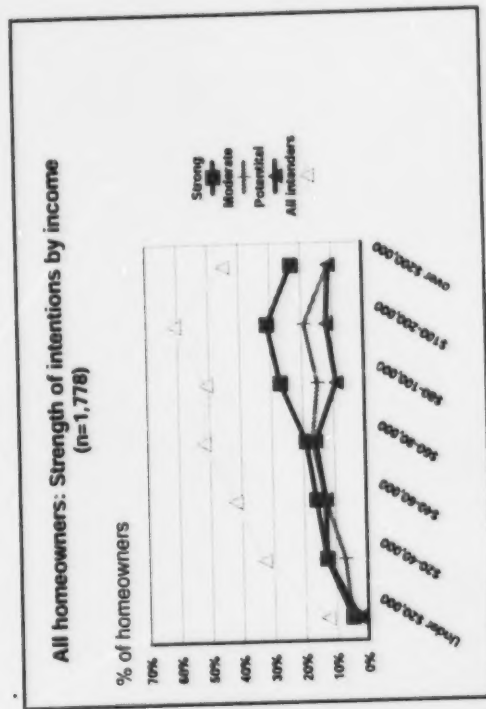
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Who will renovate? Characteristics of home renovators

High income groups lead renovation demand

Homeowners earning above \$60,000 in income are most likely to renovate in the next 12 months. Over half (56%) of all renovator intendders are in these income brackets.

- Strength of home renovation intentions increases with income.
- Most serious renovator intendders (strong) earn between \$100,000-\$200,000. For example, a little less than 1/3 (31%) of homeowners in this income bracket have expressed serious intentions about home renovations. Overall, 61% of households in this income category plan to renovate in the coming year.
- Alternatively, only 5%-13% of low income homeowners earning less than \$40,000 are serious about renovations.



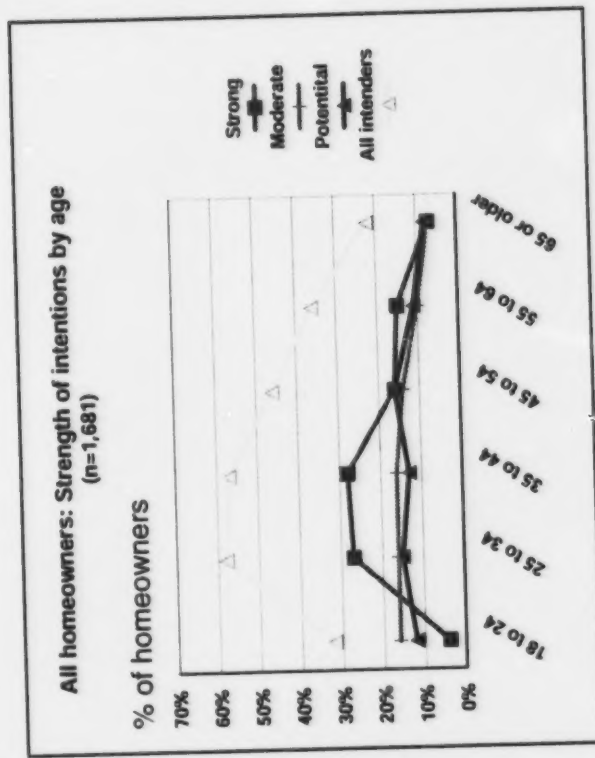
Home renovation intentions by household income								
	\$20,000 or less (n=61)	\$20,000- 40,000 (n=206)	\$40,000- 60,000 (n=298)	\$60,000- 80,000 (n=302)	\$80,000- 100,000 (n=223)	\$100,000- 200,000 (n=221)	\$200,000- or more (n=53)	Total (n=1778)
Strong	5%	13%	16%	19%	27%	31%	23%	18%
Moderate	5%	7%	13%	17%	15%	19%	11%	13%
Potential	3%	13%	13%	16%	9%	12%	11%	13%
Note: Totals may not sum to 100% due to rounding. Total includes all homeowners/ non intendders and those who Don't Know/refused								

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Younger households more likely to renovate

Homeowners between 25 and 44 years of age are most likely to renovate in the next 12 months.

- Those most serious about renovating (strong intenders) are homeowners between 35-44 years of age (28%).
- Much younger households (18-24) usually lack financial resources to pay for renovations. For example, only 32% in this age category expect to renovate while only 4% are serious.
- Similarly at the other extreme, homeowners over the age of 60 prefer a maintenance free home while embarking on fewer renovations. Only 22% of seniors over the age of 65 plan to renovate.
- Intentions to renovate decline beyond the age of 45.



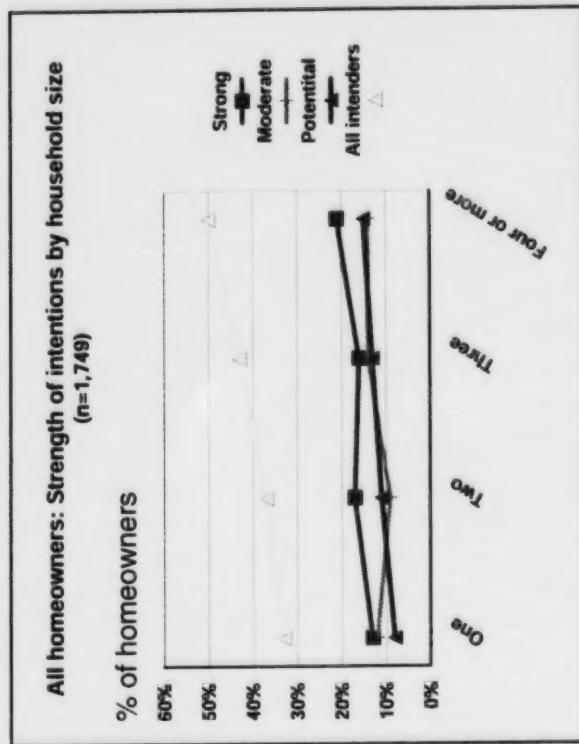
Home renovation intentions by age		18 to 24 (n=25)	25 to 34 (n=228)	35 to 44 (n=438)	45 to 54 (n=373)	55 to 64 (n=295)	65 or older (n=322)	Total (n=1681)
Strong		4%	27%	28%	16%	15%	7%	18%
Moderate		16%	16%	16%	14%	10%	7%	13%
Potential		12%	15%	13%	16%	11%	8%	13%
Note: Totals may not sum to 100% due to rounding. Total includes all homeowners/ non intenders and those who Don't Know/refused								

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Renovation intentions grow with household size

The larger the household, the higher the likelihood of renovating within the next year.

- Exactly half (50%) of homeowners with a 4+ household size intend to renovate over the next 12 months. Larger households are also most serious as 21% in this group are ready to renovate immediately.
- Meanwhile, only 1/3 (33%) of single-person households are considering a home renovation.
- Households with as opposed to without children are also most likely to renovate, while being the most serious renovation intenders (23%).
- The increase in intentions across household sizes is consistent with last year's trend. In 1998, intentions also climbed as household size increased.



Home renovation intentions by household composition

	Household size				Children under 18		
	1 (n=210)	2 (n=498)	3 (n=327)	4 or more (n=713)	Children (n=719)	No children (n=1030)	Total (n=1749)
Strong	13%	17%	16%	21%	23%	15%	18%
Moderate	12%	9%	14%	14%	15%	11%	13%
Potential	8%	11%	13%	15%	15%	12%	13%

Note: Totals may not sum to 100% due to rounding. Total includes all homeowners/ non intenders and those who Don't Know/refused

What work is being planned? Renovation projects and spending

While many renovations are cosmetic, some plans are extensive

Many renovations are cosmetic. Of all renovation projects planned, painting and wallpapering are the most common.

- Almost half of all intended renovation projects (44%) involve painting and wallpapering.
- Over ¼ (27%) of all projects could involve painting or wallpapering more than one room.
- 9% could involve painting or wallpapering the whole house.

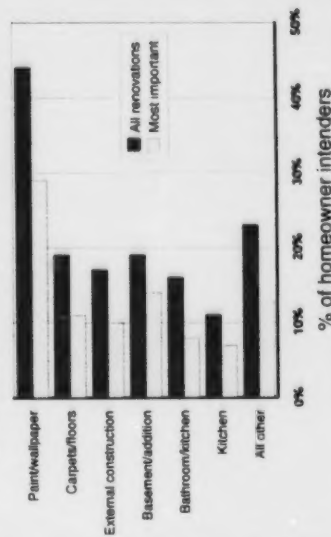
Renovators also have some extensive projects planned. For example:

- 27% of all projects planned involve some kind of kitchen and bathroom renovation.
- 8% of all renovations involve an addition or extension to the home.
- 11% plan to convert a basement into a "rec room".

Renovations planned (n=773)	All renovations		Most important	
	(n)	(%)	(n)	(%)
Paint/ Wallpaper	346	45%	221	29%
Carpets/ Flooring	144	19%	87	11%
External construction	133	17%	80	10%
Basement/ Addition	148	19%	105	14%
Bathroom	121	16%	64	8%
Kitchen	84	11%	57	7%
All other renovation	179	23%	99	13%
Don't know/refused	10	1%	18	2%

Note: Totals do not sum to 100% due to multiple responses being allowed.

Homeowner intenders: All renovations and most important renovation (n=773)



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Those planning larger projects have strong intentions

Although a larger number of intenders plan smaller renovations, those ready to renovate are planning projects at the higher end.

- 43% of those planning a kitchen project have strong intentions.
- 41% of those planning a bathroom renovation have strong intentions.

Readiness to renovate by most important renovation planned							
	Paint/ Wallpaper (n=221)	Kitchen (n=58)	Bathroom (n=63)	Carpets/ Flooring (n=87)	Basem/Attic Conv/Addtn (n=105)	External Const/ Repair (n=81)	All Others (n=99)
Strong	40%	43%	41%	47%	42%	38%	44%
Moderate	36%	31%	30%	22%	22%	30%	28%
Potential	24%	26%	29%	31%	36%	32%	28%
							Total (n=714)
							42%
							29%
							29%

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Homeowners plan to spend substantial amounts on renovations

Although most renovation projects are relatively small, planned expenditures can be large.

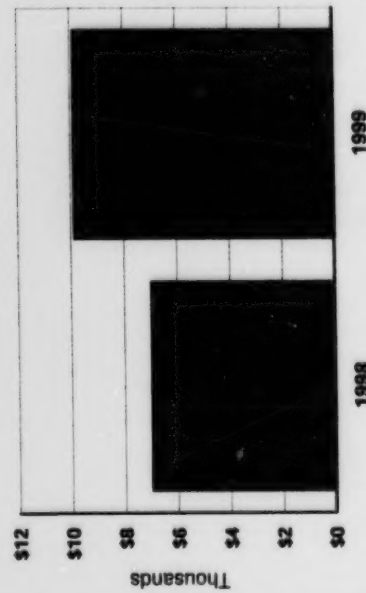
- 42% of those planning a renovation intend to spend over \$2,500, while less than 1/3 (31%) plan to spend under this amount (median=\$3,500).
- Average spending, however is higher at roughly \$9,900.
- Among prospective renovators, 28% have no idea how much their project will cost.

Renovators plan to spend considerably more on their renovations this year over last.

- The average cost of renovations planned jumped by 41% to \$9,900 this year from an amount of \$7,000 in 1998.

Planned expenditure		
	(n)	(%)
Up to \$500	109	14%
\$ 501 - 1,000	51	7%
\$1,001 - 2,500	77	10%
\$2,501 - 5,000	130	17%
\$5,001 - 10,000	98	13%
Over \$10,000	94	12%
Don't know/refused	214	28%
Total	773	100%

Average planned expenditure on all renovations
1998 and 1999
(n=773)



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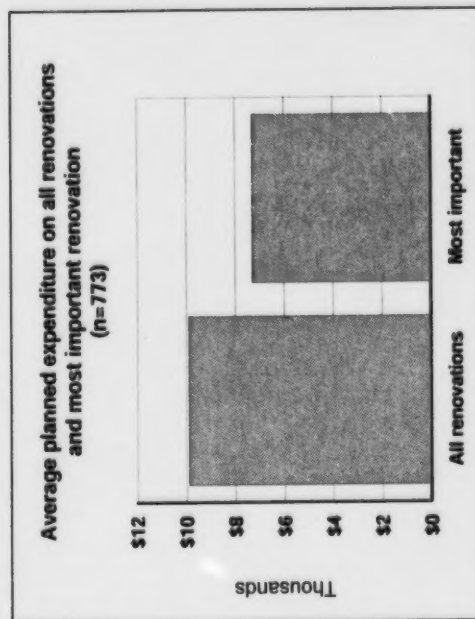
Most important projects about 3/4 of all renovation spending

The most important project is often only one component of a larger renovation.

- Only 30% of most important renovations will cost over \$2,500 while most (38%) will spend under this amount (median=\$2,000)
- The average cost of all renovation projects is close to \$9,900 while most important renovations will cost close to \$7,300.
- Likewise, as was the case for all renovations, 1/3 (33%) of prospective renovators aren't sure about the cost of their most important renovations.

Planned expenditure on most important renovation		
	(n)	(%)
Up to \$500	128	17%
\$ 501 - 1,000	63	8%
\$1,001 - 2,500	103	13%
\$2,501 - 5,000	97	13%
\$5,001 - 10,000	66	9%
Over \$10,000	61	8%
Don't know/refused	254	33%
Total	773	100%

Note: Totals may not add to 100% due to rounding



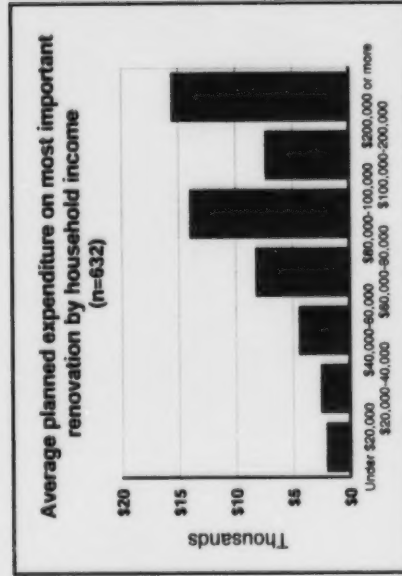
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Household income influences the projects planned

On average there is a strong relationship between income and average spending on renovations in the Toronto area. It means that higher household income usually encourages higher average spending. For example, those earning under \$40,000 will on average spend \$2,513, while those with household income between \$40,000-\$60,000 spend \$4,474 on their most important renovation, 75% more. Average spending on most important renovation rises and peaks for high income households. For example, households earning \$200,000 or more plan an average of \$15,589 in expenditures.

Not surprisingly, higher income households are planning more higher end renovations. For example, slightly less than half (44%) of households earning more than \$200,000 are planning kitchen, bathroom and basement/attic renovations while only 28% of those between \$40,000-\$60,000 plan similar renovations.

Those with higher incomes have the financial discretion to undertake substantial changes to their homes. Lower income households may only afford modest changes. For example, over 30% of those earning less than \$40,000 suggested paint and wallpapering was an important renovation for them.



Most important renovation planned by total household income

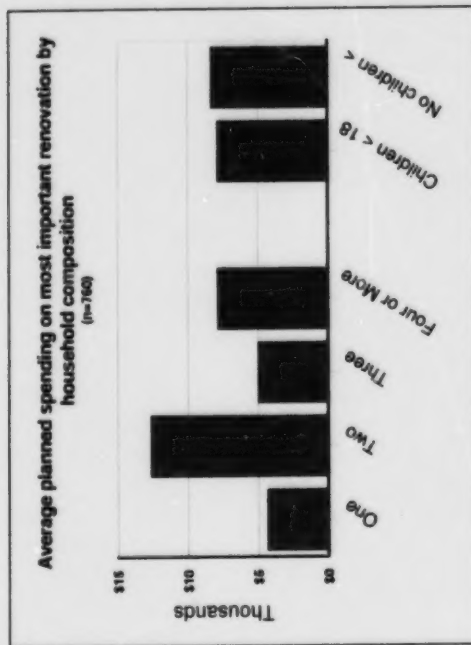
	Under \$20,000 (n=8)	\$20,000-40,000 (n=69)	\$40,000-60,000 (n=128)	\$60,000-80,000 (n=157)	\$80,000-100,000 (n=113)	\$100,000-200,000 (n=134)	\$200,000 or more (n=23)	Total (n=632)
Paint/ Wallpaper	50%	28%	22%	28%	26%	28%	10%	26%
Kitchen	-	8%	10%	4%	7%	8%	17%	8%
Bathroom	-	13%	8%	7%	6%	9%	10%	8%
Carpets/ Flooring	13%	11%	15%	9%	15%	11%	14%	12%
Basem/ Attic Conv/ Addtn	-	7%	13%	17%	18%	15%	17%	15%
Exter Cons/ Repair	25%	13%	11%	14%	6%	9%	9%	11%
All Others	-	14%	15%	12%	13%	14%	17%	14%
Don't know/refused	13%	6%	5%	9%	8%	5%	7%	7%

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The larger the household the larger the renovation

Larger households in the Toronto area on average tend to spend more on their most important renovations. A two person household spends nearly 3 times what a one person household would spend. Nevertheless, households without children will likely spend more than households with children. As households grow, typically the size of dwelling or living quarters must grow to accommodate larger numbers. Likewise an addition/alteration of a kitchen or bathroom is usually common.

- 17% of larger households (4+persons) are more likely to alter/enlarge their living quarters through a basement renovation or extension versus 8% and 10% of one and two person households respectively.
- Households both with and without children are most likely to engage in paper and wallpaper type renos (27% & 30%).



Most important renovation planned by household composition	Household size					Children under 18		Total (n=760)
	1 (n=72)	2 (n=186)	3 (n=140)	4 or more (n=362)		Yes (n=376)	No (n=382)	
Paint/ Wallpaper	29%	31%	32%	26%		27%	30%	28%
Kitchen	7%	10%	6%	7%		7%	8%	8%
Bathroom	6%	10%	7%	9%		8%	9%	8%
Carpets/ Flooring	8%	11%	12%	13%		11%	12%	11%
Basement/Attic Conv/ Addn	8%	10%	13%	17%		18%	9%	14%
External Const/ Repair	19%	9%	11%	9%		9%	12%	10%
All Others	18%	14%	13%	11%		12%	14%	13%
Don't know/refused	5%	7%	7%	8%		8%	6%	7%

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Aging households embark less on major renovations

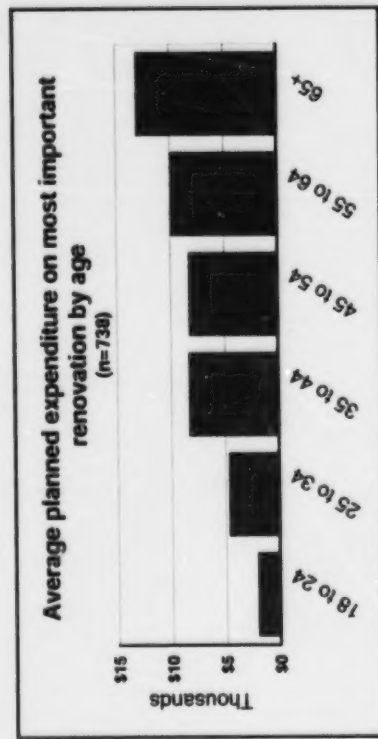
As households age, they are less interested in major renovations and more focused on maintaining their existing lifestyle/dwelling. Likewise, fewer people are part of the household when a family is aging as children have likely left home.

- Planned expenditures for most important projects for those aged 65+ is \$13,080. Its important to interpret these results carefully since those over this age account for a smaller share of the total sample with a larger then normal deviation of planned expenditures per respondent.
- Most intender renovators are between ages of 35-54 while being most influential in driving the overall average of planned expenditures. For example, while the average expenditure among all respondents is roughly \$8,193, this group anticipates spending roughly \$8,300 on most important renovations.

- In addition, younger households with more children are more likely to put emphasis on additional space. For example, those aged 25-34 prefer basement/attic and other extensions and

fewer external repairs. In comparison, only 7% and 4% of older households aged 55-64 and 65+ respectively would prefer this type of renovation.

- Younger households (18-24) put emphasis on smaller projects like painting and wallpapering (59%).



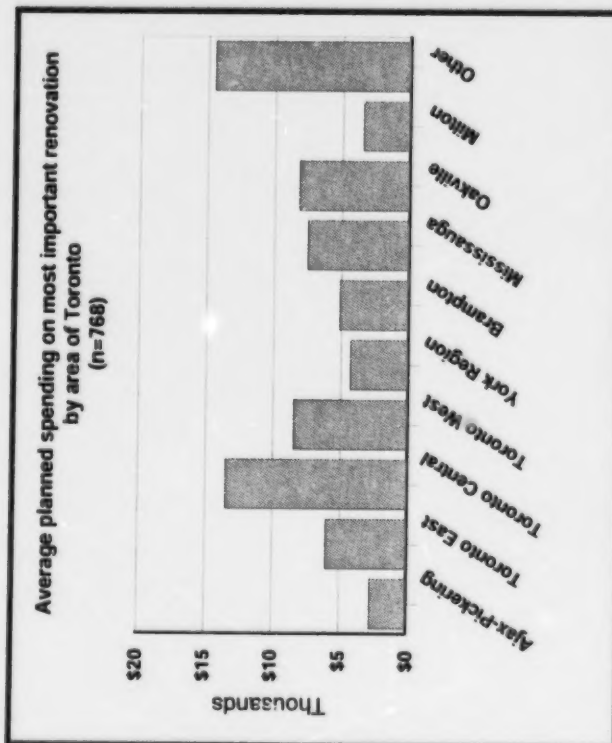
Most important renovation planned by respondent age		18 to 24 (n=9)	25 to 34 (n=131)	35 to 44 (n=253)	45 to 54 (n=172)	55 to 64 (n=105)	65 and over (n=68)	Total (n=738)
Paint/ Wallpaper		59%	24%	27%	27%	35%	31%	28%
Kitchen		16%	8%	8%	8%	2%	8%	7%
Bathroom		-	6%	8%	8%	8%	14%	8%
Carpets/ Flooring		8%	11%	13%	12%	12%	11%	12%
Basement/Attic Conversion/Addition		9%	20%	17%	14%	7%	4%	14%
External Construction/Repair		-	10%	11%	10%	15%	4%	10%
All Others		9%	12%	11%	14%	15%	16%	13%
Don't know/refused		-	9%	6%	7%	6%	14%	7%

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Residents in and around Central Toronto and Greater Toronto Area likely to spend the most

About 13% of residents in and around the Greater Toronto Area will spend over \$10,000 with average planned expenditures of \$14,485. Likewise, 10% of residents in Central Toronto will spend an average of \$13,501 on the most important renovations.

- The least amount on average will be spent by residents in the Ajax-Pickering area (\$2,746). Not surprising, over 22% of residents will be spending less than \$500 on most important renovations.
- A larger share of residents in Mississauga (38%), York Region (37%) and the Ajax-Pickering area (32%) plan smaller scale paint and wallpaper type renovations.
- Kitchen and bathroom renovations seem most popular with Toronto West residents where over 31% have planned this type of work.



Most important renovation planned by current residence of respondent

	Ajax-Pick (n=43)	Toronto East (n=115)	Toronto Central (n=183)	Toronto West (n=52)	York Region (n=113)	Brampton (n=84)	Mississauga (n=109)	Oakville (n=30)	Milton (n=5)	Other (n=34)	Total (n=768)
Paint/ Wallpaper	32%	18%	25%	20%	37%	31%	23%	27%	40%	30%	29%
Kitchen	6%	10%	6%	15%	7%	7%	7%	10%	-	4%	7%
Bathroom	6%	12%	12%	16%	4%	5%	14%	11%	-	6%	8%
Carpets/ Flooring	21%	13%	7%	7%	8%	15%	15%	11%	-	7%	11%
Basement/Attic Conversion/Addition	10%	16%	14%	8%	16%	15%	11%	16%	18%	13%	14%
External Construction/Repair	13%	10%	13%	8%	9%	11%	14%	6%	8%	13%	10%
All Others	7%	15%	14%	15%	11%	12%	12%	11%	35%	21%	13%
Don't know/refused	6%	7%	7%	12%	10%	4%	5%	10%	-	6%	8%

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Who will do the renovation work? Use of contractors and do-it-yourself

"Do-it-yourself" a strong feature of renovations

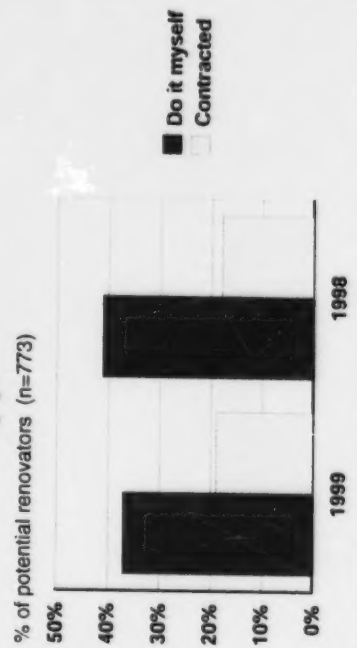
Over half (56%) of intender renovators plan to do at least part of the work themselves.

- Of the 773 respondents who reported plans to renovate, 37% would complete the job on their own.
- 19% said that they would use some contracted help.
- Over 41% said they will hire someone to do the job such as a skilled tradesman (14%), a general contractor (22%) and a general handyman (5%)

Although "do it yourself" renovations dominate, they are down from last year (37% vs 41% last year). The ratio of intender renovators who will use contract help is roughly the same as last year.

Who will do the renovations?		
	(n)	(%)
Do it myself	283	37%
Some contracted help	146	19%
Skilled tradesperson	109	14%
General contractor	169	22%
General handyman	38	5%
Family/ Friends	4	1%
Someone else	2	-
Don't know/refused	22	3%
Total	773	100%

Who will do the renovation? by year

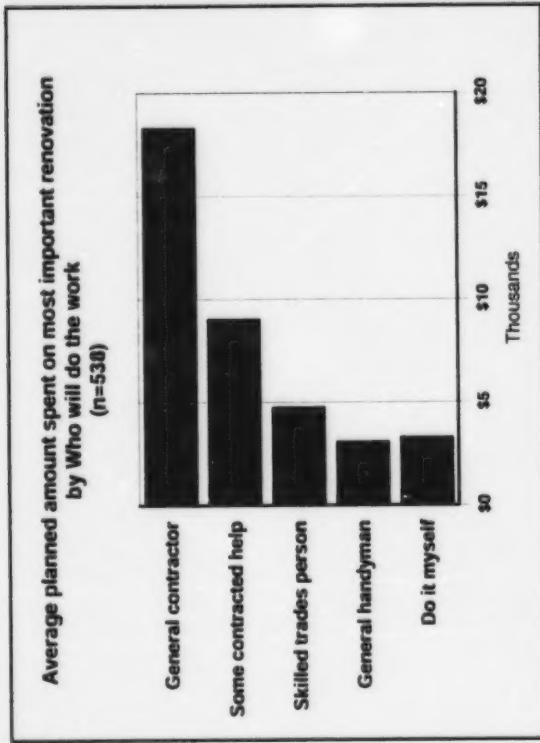


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The use of outside help increases with planned expenditures

Average expenditures increase with the degree of assistance needed on home renovations. While roughly \$3,300 on average will be spent when work is done alone, an average close to \$18,500 will be spent when a general contractor is hired.

- When less than \$500 is spent on home renovations, nearly 1/3 (32%) of respondents will do what needs to be done themselves.
- Planned expenditures over \$10,000 are usually more involved and explains why only 4% of "do it yourself" respondents will do the work.
- While only 6% of individuals who plan to spend between \$500-\$1000 plan to use a general contractor, this number jumps to 15% when expenditures over \$10,000 are planned.



Planned expenditures on most important renovation by who will do renovations

	Do it myself (n=283)	Some contracted (n=146)	Skilled trades- person (n=108)	General contractor (n=170)	General handyman (n=37)	Other (n=11)	Total (n=755)
Up to \$500	32%	8%	12%	3%	14%	27%	17%
\$ 501 - 1,000	11%	6%	6%	6%	19%	9%	8%
\$1,001 - 2,500	11%	12%	22%	13%	17%	-	13%
\$2,501 - 5,000	7%	13%	20%	17%	11%	-	12%
\$5,001 - 10,000	4%	12%	10%	13%	4%	18%	8%
Over \$10,000	4%	10%	6%	15%	4%	18%	8%
Don't know/refused	33%	39%	24%	33%	32%	27%	33%

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Low income households may hire inexpensive help

Lower income homeowners face financial constraints in the magnitude of their renovation and whether to do the work themselves or contract it out.

- Exactly 1/3 (33%) of those earning under \$20,000 said they would go the inexpensive route and hire a general handyman rather than a skilled tradesman.
- 36% of households earning \$40,000-\$60,000 will go the "do it myself" route.
- Over 1/3 of those in respective income brackets above \$20,000 will do most of the work themselves.
- Higher income individuals earning over \$80,000 are more likely to use more specialized help like a skilled tradesman or general contractor. For example, 18% of households earning over \$100,000 said they would use a skilled tradesman while 25% said a general contractor would also be considered.

Who will do renovations by total household income							
	Under \$20,000 (n=9)	\$ 20,000- 40,000 (n=69)	\$ 40,000- 60,000 (n=128)	\$ 60,000- 80,000 (n=158)	\$80,000- 100,000 (n=115)	Over \$100,000 (n=161)	Total (n=640)
Do it myself	11%	36%	37%	45%	34%	30%	36%
Some contracted help	11%	13%	20%	23%	22%	19%	20%
Skilled tradesperson	-	13%	15%	10%	12%	18%	14%
General contractor	22%	28%	18%	17%	27%	25%	22%
General handyman	33%	9%	5%	1%	3%	6%	5%
Someone else	11%	1%	2%	1%	1%	2%	2%
Don't know/refused	11%	-	2%	3%	2%	1%	2%
Note: Totals may not sum to 100% due to rounding.							

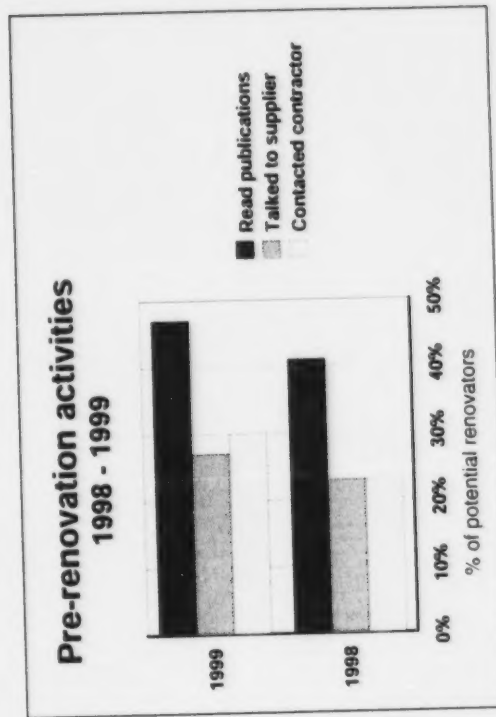
Renovators consult a variety of sources

Home owners planning to renovate typically consult a variety of information sources. The survey probed respondents for their use of general contractors, building suppliers and publications for information on renovations.

- A strong number of renovator respondents (58%) suggested they get information on their project from TV programs/videos.
- Nearly half (47%) of respondents rely on renovation publications while 27% consult with a building materials supplier.
- Some 30% have also considered contacting a contractor.

The usage of renovation information from alternative sources has been similar between 1998-1999. However, a slightly higher share of respondents will rely on this information over the next 12 months.

Pre-renovation activities		
	(n)	(%)
Watched TV pgms/videos on renovations	446	58%
Read publications: renovation info	362	47%
Talked to building materials supplier	207	27%
Contacted contractor: renovation info	231	30%
None of these	150	19%
Note: Respondents could provide multiple responses.		



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What factors could influence home renovation intentions?

Changing financial situation the primary reason for people to reconsider renovations

Of those respondents who reported no intentions to renovate, 38 had thought about renovating in the last year and then decided not to. This amounts to 2% of all homeowners surveyed.

A change in household finances was most commonly cited as a reason for not pursuing a home renovation. 32% of those who changed their mind about a renovation mentioned this reason.

Unlike 1999, in the 1998 survey the most common reason cited (44%) for deciding not to renovate was that a renovation was just recently completed.

In this year's survey, other reasons offered for deferring renovation projects include: other reasons/personal (19%), satisfied with existing home (13%) or not wanting to make a mess/hassle (8%).

Reasons homeowners reconsidered renovation (n=38)		
	(n)	(%)
Change in household financial situation	12	32%
No time/Too busy	2	5%
Just renovated existing home	1	3%
Want to move/Trying to sell	-	-
Satisfied with existing home	5	13%
Just bought a home	1	3%
Age factor	-	-
Cost is too high	2	5%
Personal reasons	3	8%
Not right time of year	2	5%
Kids moved back/moved away	2	5%
Don't need/Have a new house	-	-
Don't want to make a mess/hassle	3	8%
Don't need (unspecified)	1	3%
Other reasons not to renovate	4	11%
Don't know/refused	-	-
Note: Totals may not add to 100% due to multiple response		

Many could be induced to renovate under the right conditions

While a large group say they have no intention of renovating and have not renovated in the last year, 34% of all homeowners or 602 respondents would consider a renovation project under the right circumstances.

- A change in financial circumstances was needed by 14% of respondents to entice them into the renovation market.
- Similarly, 10% suggested the deterioration in their existing home would also prompt many to renovate.

As a result, given the right conditions roughly 60% of 1006 households who said that they were not considering a renovation may change their mind if certain things happened over the next 12 months.

Circumstances consider renovating (n=602)		
	(n)	(%)
Nothing/Like my existing home	308	51%
Change in household financial situation	83	14%
Deterioration of existing home	61	10%
Disaster	21	3%
Other reconsideration factors	21	3%
Thinking of selling home	15	3%
Home needs to be older	14	2%
Already done/don't need	11	2%
Don't want to/No intentions	7	1%
Change in household job situation	4	1%
Develop health/mobility problems	4	1%
Want to change style of existing home	3	<1%
Kids moved back/moved away	2	<1%
Increase in household size	2	<1%
Bought an older home	1	<1%
Win lottery	-	<1%
Don't know/refused	45	7%
Note: Totals may not add to 100% due to multiple response		

Consumer intentions to buy or renovate a home in Toronto: a look at tomorrow's customers ... today.

Summary on renovation intentions

Renovation Intentions: Interior work most important renovation

- 44% of current homeowners have thought about renovating their home in next 12 months while 18% ready to renovate now; most renovator intenders reside in Central Toronto.
- Most important renovation projects planned related to interior work with 29% planning to paint and wallpaper.
- Other popular choices include basement/attic conversion (13.6%), carpeting & flooring (11.2%) and external construction/repair (10.3%).
- Larger number of renovator households (46.7%) have household size of 4 or more persons; most serious intenders are households with children.
- Almost 25% of renovators plan to spend over \$5,000 on *all renovations* with an average of \$9,900, while an average of \$7,300 to be spent on *most important renovations*.
- Residents in Central Toronto & the GTA will likely spend the most on their projects.
- Low income households may hire inexpensive help for their renovations.

- Most renovator intenders (55%) are between ages 35-44 & 45-54.
- 36.6% of all intenders stated will do renovations themselves while 36% stated will hire general contractors/skilled tradesman.
- The use of outside help increases with the magnitude of the project.
- Barriers which caused households not to renovate include a change in household finances (32%) and satisfaction with an existing dwelling (13%).
- Similarly, a change in finances (14%) may induce more non-renovators into the market.

Consumer intentions to buy or renovate a home in Toronto: a look at tomorrow's customers ... today.

APPENDIX 1
About the Research
the Questionnaire and future surveys

Consumer intentions to buy or renovate a home in Toronto: a look at tomorrow's customers ... today.

Overview of the research

Between September 2 and September 15, 1999, Canada Mortgage and Housing Corporation interviewed 3,029 residents in the Toronto Census Metropolitan Area. This survey was replicated in five other cities (Edmonton, Vancouver, Calgary, Montreal and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The *Consumer Intentions to Buy or Renovate a Home* is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

Consumer intentions to buy or renovate a home in Toronto: a look at tomorrow's customers ... today.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"
"Ready to Renovate" "Thinking about Renovation"
and "Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board of Canada and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Buy or Renovate a Home: a look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will purchase or renovate in the next 12 months and the next 6 months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these questions we build a profile of someone "ready to buy" (strong intender) and "looking to buy" (an intender or someone who is seriously thinking about purchasing).

Definition of home purchase intentions

Strong intender (ready to buy)

If a respondent answers as follows he or she is classed as a "strong intender" or a consumer who is *ready to buy*.

- Responding yes to thinking about buying a home
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 6 months?" or a response of "50/50" for six months, pre-approved mortgage, and one search activity (Realtor, reading housing publications, visiting homes) or
- a response of "50/50" for 12 months and more than 3 search activities.

Moderate intender (looking to buy)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

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Definition of renovation intentions

The definition of renovation intentions parallels that of home purchase.

Strong intender (*ready to renovate*)

Someone who is ready to renovate responded that they planned to renovate and answered "HIGH" to "What are the chances you will actually renovate your home in the next six months?" and who had completed one pre-renovation activity (contacted contractor, talked to building materials supplier, read home improvement publications).

Moderate intender (*thinking about renovating*)

This respondent replied HIGH to the chances that they will renovate in 12 months and has participated in one pre-renovation activity.

Possible/potential renovator

This respondent: stated he/she had a HIGH chance of renovating in 6 or 12 months (no pre-renovation activities) or stated that he/she did not know whether they would undertake renovations.

Non-intender

This respondent stated that he/she had no intentions of renovating in the next year.

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Own/rent	33
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Type of house looking for (Structure)	38
Type of house looking for (Ownership)	39
Community in which most likely to buy house	40
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Who Will Do Renovations By:	
Current residence of respondent	85
Total household income	86
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All home renovations planned	89
Most important renovations planned	90



Home purchase intentions

	n	%
Strong (Ready to Buy)	193	6.4%
Moderate (Looking to Buy)	180	5.9%
Not intending to buy	2656	87.7%
Total	3029	100.0%

[BASE=All respondents] [Data are weighted]

Home Purchase Intender Profile: Residence

Area of residence in Toronto	n	%
Ajax-Pickering	5	1.3%
Toronto East	59	15.8%
Toronto Central	157	42.0%
Toronto West	28	7.5%
York Region	25	6.8%
Brampton	23	6.3%
Mississauga	50	13.5%
Oakville	8	2.1%
Milton	3	.7%
Other	11	3.0%
DK/NR	4	1.1%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	n	%
18-24	14	3.8%
25-34	130	34.9%
35-44	112	30.0%
45-54	58	15.5%
55-64	30	8.0%
65 +	19	5.2%
DK/NR	10	2.7%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	N	Mean age	Median age
	363	40	38

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Gender

	n	%
Male	190	51.1%
Female	182	48.9%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Own or rent current home

	n	%
Own	140	37.6%
Rent	233	62.4%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Household composition

Household size [# persons]	n	%
1	64	17.2%
2	99	26.6%
3	73	19.6%
4 or more	136	36.5%
DK/NR	1	2%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Children under 18 years of age in household

	n	%
No	198	53.2%
Yes	173	46.5%
DK/NR	1	2%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Total household Income

	n	%
Under \$20,000	2	.5%
\$ 20,000- 40,000	62	16.6%
\$ 40,000- 60,000	90	24.2%
\$ 60,000- 80,000	80	21.5%
\$ 80,000-100,000	48	13.0%
\$100,000-200,000	46	12.4%
\$200,000 or more	6	1.7%
DK/NR	38	10.2%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	46	12.2%
No	327	87.8%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Province moved from in past 12 months

	n	%
Ontario	38	84.2%
Manitoba	1	2.8%
Outside Canada	6	13.0%
Total	46	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
ON: Hamilton	2	5.1%
ON: Oshawa	1	2.3%
ON: Thunder Bay	1	2.3%
ON: Toronto	22	47.3%
ON: Other	12	27.2%
MB: Winnipeg	1	2.8%
Outside Canada	6	13.0%
Total	46	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Chances of buying home in next 12 months

	n	%
Low	68	18.3%
50/50	169	45.3%
High	134	36.0%
Don't Know/Refused	2	.4%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Chances of buying home in next 6 months

	n	%
Low	220	59.1%
50/50	85	22.8%
High	66	17.6%
Don't Know/Refused	2	.4%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Community in which most likely to buy home

	n	%
Ajax-Pickering	13	3.6%
Toronto East	37	10.0%
Toronto Central	72	19.4%
Toronto West	40	10.7%
York Region	53	14.2%
Brampton	20	5.5%
Mississauga	45	12.1%
Oakville	14	3.7%
Milton	4	1.1%
Other/Outside Toronto	53	14.1%
DK/NR	21	5.6%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Brand new	124	33.2%
Pre-owned	201	54.1%
Other	6	1.6%
DK/NR	41	11.1%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Single detached	254	68.1%
Semi-detached/duplex	38	10.2%
Row/Town house	46	12.4%
Apartment	12	3.2%
Condominium	3	.8%
Any/Does not matter	2	.5%
Other	7	1.8%
DK/NR	11	3.0%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Freehold	315	84.5%
Condominium	45	12.2%
Other	1	.3%
DK/NR	11	3.0%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of neighbourhood preferred: Home looking for/Intending to buy

	n	%
New subdivn/development	66	17.8%
Established neighbourhood	236	63.4%
Rural/Semi-rural/Farm/Acreage	12	3.2%
Does not matter/Either	6	1.6%
Other	3	.7%
DK/NR	49	13.3%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price range of home looking for/Intending to buy

	n	%
Under \$150,000	43	11.4%
\$150,000 - 200,000	101	27.0%
\$200,000 - 250,000	80	21.4%
\$250,000 - 300,000	69	18.5%
\$300,000 - 400,000	33	8.8%
\$400,000 - 500,000	18	4.8%
\$500,000 - 700,000	9	2.5%
Over \$700,000	10	2.7%
DK/NR	11	2.8%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for compared to current home

	n	%
More	76	55.2%
Same	26	19.3%
Less	35	25.5%
Total	137	100.0%

[BASE=All home purchase intenders who currently own homes] [Data are weighted]

Size of home looking for/Intending to purchase (sq ft)

	n	%
800 - 1000 sq ft	14	3.8%
1001 - 1200 sq ft	22	6.0%
1201 - 1400 sq ft	14	3.8%
1401 - 1600 sq ft	38	10.3%
1601 - 1800 sq ft	28	7.4%
1801 - 2000 sq ft	35	9.5%
2001 - 2500 sq ft	57	15.2%
2501 - 3000 sq ft	32	8.6%
3001 - 3500 sq ft	10	2.6%
Over 3500 sq ft	7	1.9%
DK/NR	115	30.8%
Total	373	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Pre-purchase and home search activities

	n	%
Contacted builder/developer: new home	97	26.0%
Talked to financial institution: mortgage	124	33.3%
Pre-approved for a mortgage	68	18.3%
Read publications: housing market info	236	63.3%
Talked to realtor: buying a home	200	53.8%
Listed your home for sale	21	5.6%
Visited homes for sale, in last month	140	37.6%
None of these	41	11.0%

[BASE=All home purchase intenders] [Data are weighted]

Note: Multiple responses accepted

Circumstances which would delay purchase

Barriers	n	%
Change in household financial situation	29	19.0%
Change in household job situation	24	15.9%
Poor price for existing home	2	1.4%
Home prices too expensive	12	8.0%
Interest rates	4	2.4%
Cannot sell existing home	4	2.6%
No longer need to move	0	.0%
Cannot find the right home	21	13.7%
Kids moved back home	0	.0%
Renovate existing home	2	1.1%
Just bought a home	9	6.1%
Develop health/mobility problems	1	1.0%
Death/Death of family member	1	.9%
Refusal of credit/Need more credit	0	.0%
Right location/Area	2	1.5%
Nothing	11	7.5%
Other delay factors	16	10.5%
DON'T KNOW/REFUSED	23	15.3%

[BASE=Home purchase intenders (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons for not purchasing

Reasons	n	%
Change in hhold financial situation	115	30.6%
Change in household job situation	12	3.3%
Cannot afford down payment	37	9.7%
Home prices too expensive	44	11.7%
Interest rates	5	1.4%
Cannot sell existing home	3	.9%
Satisfied with existing home	36	9.7%
Like my neighbourhood	5	1.3%
No longer need to move	5	1.3%
Cannot find the right home	17	4.5%
Hate moving	1	.2%
Kids moved back/moved away	1	.4%
Just renovated existing home	3	.8%
Just bought a home	11	3.0%
Not ready/Not the right time	23	6.2%
Cannot afford/Financial (unspec)	30	8.0%
Economy (unspecified)	0	.0%
Unsure of final destination	4	1.0%
Personal reasons	10	2.7%
In school/Children in school	4	1.2%
Pay off existing loans/Mortgage	0	.0%
Market (unspec)	1	.2%
Age: Too old/young/Retiring	3	.7%
Cannot get mortgage	2	.6%
Location/Close to work	0	.0%
Other reasons decided not to buy	21	5.6%
DONT KNOW/REFUSED	4	1.1%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
Change in hhold financial situation	553	25.1%
Change in household job situation	151	6.9%
Good price on existing home	33	1.5%
Home prices dropped	26	1.2%
Interest rates	8	.4%
Deterioration of existing home	18	.8%
Develop health/mobility problems	42	1.9%
Found the right home	213	9.7%
Kids moved back/moved away	41	1.9%
Never moving again/Nothing	707	32.1%
Just bought a home	31	1.4%
Loss of present home/Disaster	13	.6%
Increase/decrease in family	29	1.3%
Retirement of self/spouse	28	1.3%
Graduate/finish school	8	.3%
Already have a home	4	.2%
Relocating/Moving (unspecified)	30	1.4%
Changes/Deterioration of neighbourhood	15	.7%
Proper timing/Too young/Future purchas	7	.3%
Ability to sell current home	1	.1%
Improvement in economy	1	.0%
Suitable location	14	.6%
Lifestyle change (unspecified)	8	.4%
Win lottery/Other windfall	90	4.1%
Get married	26	1.2%
Cannot afford/No money/Need money	21	.9%
If downsizing	7	.3%

[BASE= Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which might consider buying home (Continued...)

Inducements	n	%
Other reconsideration factors	49	2.2%
DON'T KNOW/REFUSED	111	5.0%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Home purchase intentions by Current residence of respondent

		Area of residence in Toronto										
		Overall	Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Oakville	Milton	Other
Strong (Ready to Buy)	n	193	3	29	71	13	16	14	33	3	1	5
	%	51.8%	59.2%	49.8%	45.3%	47.7%	65.4%	61.0%	66.0%	41.6%	37.2%	45.3%
Moderate (Looking to Buy)	n	180	2	29	86	15	9	9	17	4	2	6
	%	46.2%	40.8%	50.2%	54.7%	52.3%	34.6%	39.0%	34.0%	58.4%	62.8%	54.7%
Total N		373	5	59	157	28	25	23	50	8	3	11
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Total household income

	Overall	Household income						
		Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000	\$200,000 or more
Strong (Ready to Buy)	n 51.8%	0 .0%	23 37.4%	43 47.9%	47 58.4%	32 65.2%	27 59.0%	4 63.1%
Moderate (Looking to Buy)	n 46.2%	2 100.0%	39 62.6%	47 52.1%	33 41.6%	17 34.8%	19 41.0%	2 36.9%
Total N	373	2	62	90	80	48	46	6
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Own/rent

	Overall	Own or Rent Home	
		Own	Rent
Strong (Ready to Buy)	193 51.8%	81 57.5%	112 48.4%
Moderate (Looking to Buy)	180 48.2%	59 42.5%	120 51.6%
Total N	373	140	233
%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
Strong (Ready to Buy)	193 51.8%	20 30.9%	56 56.2%	44 60.5%	73 53.5%	96 48.2%	97 55.7%
Moderate (Looking to Buy)	180 48.2%	44 69.1%	43 43.8%	29 39.5%	63 46.5%	103 51.8%	77 44.3%
Total N	373	64	99	73	136	198	173
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Respondent age

	Overall	Age group				
		18-24	25-34	35-44	45-54	55-64
Strong (Ready to Buy)	193 51.8%	5 37.1%	68 52.1%	67 60.2%	26 44.5%	16 55.4%
Moderate (Looking to Buy)	180 48.2%	9 62.9%	62 47.9%	44 39.8%	32 55.5%	13 44.6%
Total N	373	14	130	112	58	30
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (New/Pre-owned)

	Overall	New/Pre-owned		
		Brand new	Pre-owned	Other
Strong (Ready to Buy)	193 51.8%	78 62.7%	92 45.5%	4 62.4%
Moderate (Looking to Buy)	180 48.2%	46 37.3%	110 54.5%	2 37.6%
Total N	373	124	201	6
%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase Intentions by Type of house looking for (Structure)

	Overall	Structure					
		Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Any/Does not matter
Strong (Ready to Buy)	193	139	17	21	5	2	2
%	51.8%	54.9%	45.9%	46.1%	40.9%	68.3%	100.0%
Moderate (Looking to Buy)	180	115	21	25	7	1	0
%	48.2%	45.1%	54.1%	53.9%	59.1%	31.7%	.0%
Total N	373	254	38	46	12	3	2
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Ownership)

	Overall	Ownership type		
		Freehold	Condominium	Other
Strong (Ready to Buy)	193	167	19	1
%	51.8%	53.1%	42.9%	100.0%
Moderate (Looking to Buy)	180	148	26	0
%	48.2%	46.9%	57.1%	.0%
Total N	373	315	45	1
%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Price of house looking for

		Price of home									
		Overall	Under \$150,000	\$150,000 - 200,000	\$200,000 - 250,000	\$250,000 - 300,000	\$300,000 - 400,000	\$400,000 - 500,000	\$500,000 - 700,000	Over \$700,000	
Strong (Ready to Buy)	n	193	16	46	41	41	20	13	5	5	
	%	51.8%	37.7%	45.8%	51.3%	59.2%	60.9%	69.9%	58.1%	45.6%	
Moderate (Looking to Buy)	n	180	27	55	39	28	13	5	4	5	
	%	48.2%	62.3%	54.2%	48.7%	40.8%	39.1%	30.1%	41.9%	54.4%	
Total N		373	43	101	80	69	33	18	9	10	
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

		Size of home (sq ft)										
		Overall	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
Strong (Ready to Buy)	n	193	4	11	7	21	19	21	40	23	5	5
	%	51.8%	26.7%	51.0%	48.7%	54.0%	68.4%	58.5%	70.2%	69.9%	54.1%	69.9%
Moderate (Looking to Buy)	n	180	10	11	7	18	9	15	17	10	4	2
	%	48.2%	73.3%	49.0%	51.3%	46.0%	31.6%	41.5%	29.8%	30.1%	45.9%	30.1%
Total N		373	14	22	14	38	25	35	57	32	10	7
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Community in which most likely to buy house

	Overall	Community									
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Oakville	Milton	Other/Outs. de Toronto
Strong (Ready to Buy)	n 193 51.8%	6 42.0%	22 59.6%	24 32.7%	21 52.7%	34 64.8%	10 47.4%	25 56.3%	7 50.4%	2 60.6%	34 63.7%
Moderate (Looking to Buy)	n 180 48.2%	8 58.0%	15 40.4%	49 67.3%	19 47.3%	19 35.2%	11 52.6%	20 43.7%	7 48.6%	2 39.4%	19 36.3%
Total N	373	13	37	72	40	53	20	45	14	4	53
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of neighbourhood preferred

	Overall	Type of neighbourhood preferred			
		New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either
Strong (Ready to Buy)	n 193 51.8%	47 71.4%	106 45.0%	9 73.3%	1 14.2%
Moderate (Looking to Buy)	n 180 48.2%	19 28.6%	130 55.0%	3 26.7%	5 85.8%
Total N	373	66	236	12	6
%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Price of house looking for

	Overall	Price of home							
		Under \$150,000	\$150,000 - 200,000	\$200,000 - 250,000	\$250,000 - 300,000	\$300,000 - 400,000	\$400,000 - 500,000	\$500,000 - 700,000	Over \$700,000
New single	77 20.8%	6 13.4%	14 13.9%	19 23.4%	21 30.6%	11 34.1%	1 8.1%	3 37.5%	0 .0%
Pre-owned single	143 38.3%	15 34.1%	34 33.8%	31 39.0%	29 42.4%	9 26.5%	11 64.1%	5 49.1%	7 72.0%
New row/duplex	34 9.1%	3 8.1%	13 13.3%	9 11.6%	3 5.0%	1 3.7%	1 6.0%	0 .0%	2 18.7%
Pre-owned row/duplex	41 11.1%	8 19.1%	19 18.4%	6 7.6%	6 8.6%	2 7.6%	0 .0%	0 .0%	0 .0%
New apt/condo	6 1.5%	1 2.3%	1 1.4%	1 1.1%	0 .0%	1 3.6%	0 .0%	0 .0%	0 .0%
Pre-owned apt/condo	6 1.6%	2 5.6%	1 .9%	2 2.6%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other	11 3.0%	2 4.6%	3 3.2%	2 2.3%	1 1.5%	3 7.8%	0 .0%	1 6.9%	0 .0%
DK/NR	54 14.5%	5 12.8%	15 15.0%	10 12.3%	8 11.7%	5 16.7%	4 21.8%	1 8.4%	1 9.2%
Total N	373	43	101	80	69	33	18	9	10
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Size of house looking for (sq ft)

	Overall	Size of home (sq ft)									
		800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
New single	n 77	0	4	3	4	6	9	22	7	4	2
	% 20.8%	.0%	19.4%	18.5%	10.2%	27.7%	24.3%	38.2%	21.2%	41.1%	29.6%
Pre-owned single	n 143	2	5	2	19	11	15	24	17	3	1
	% 38.3%	16.6%	22.1%	14.7%	48.5%	39.2%	41.7%	42.0%	53.2%	33.9%	20.7%
New row/duplex	n 34	0	3	2	1	4	3	2	3	1	0
	% 9.1%	.0%	15.3%	15.2%	3.3%	13.0%	7.7%	2.9%	9.5%	11.2%	.0%
Pre-owned row/duplex	n 41	3	4	3	8	1	3	4	0	0	0
	% 11.1%	22.2%	17.0%	19.1%	20.9%	4.3%	7.7%	6.4%	.0%	.0%	.0%
New apt/condo	n 6	1	1	0	2	0	0	0	0	0	1
	% 1.5%	10.1%	5.3%	.0%	4.9%	.0%	.0%	.0%	.0%	.0%	17.8%
Pre-owned apt/condo	n 6	3	0	1	0	1	0	0	0	0	0
	% 1.6%	23.1%	.0%	5.0%	.0%	2.9%	.0%	.0%	.0%	.0%	.0%
Other	n 11	2	1	0	1	0	1	1	1	0	0
	% 3.0%	13.8%	6.3%	.0%	2.4%	.0%	2.9%	1.6%	2.0%	.0%	.0%
DK/NR	n 54	2	3	4	4	4	8	5	5	1	2
	% 14.5%	14.2%	14.6%	27.5%	9.9%	12.8%	15.6%	8.7%	14.1%	13.8%	31.9%
Total	n 373	14	22	14	38	28	35	57	32	10	7
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intencers] [Data are weighted]

Type of home looking for by Community in which most likely to buy house

	Overall	Community									Other/Outsi de Toronto
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississaug a	Oakville	Milton	
New single	n 77 20.6%	3 24.3%	3 8.7%	6 8.2%	6 14.9%	18 33.2%	7 32.1%	16 36.5%	2 14.7%	1 23.7%	10 18.5%
Pre-owned single	n 143 38.3%	3 23.2%	18 48.4%	33 45.4%	19 47.3%	14 25.6%	8 36.9%	11 24.6%	6 41.7%	1 36.9%	24 46.3%
New row/duplex	n 34 9.1%	2 18.2%	1 2.4%	6 8.8%	2 5.6%	9 17.6%	2 9.3%	5 10.9%	4 26.5%	1 19.5%	1 2.4%
Pre-owned row/duplex	n 41 11.1%	1 7.2%	3 8.4%	11 14.8%	5 13.0%	1 1.9%	3 13.8%	8 17.3%	0 0.0%	1 19.9%	6 11.5%
New apt/condo	n 6 1.5%	0 0.0%	2 6.6%	1 1.4%	0 0.0%	2 4.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Pre-owned apt/condo	n 6 1.6%	0 0.0%	0 0.0%	3 4.2%	1 1.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 4.5%
Other	n 11 3.0%	0 0.0%	3 8.9%	3 4.2%	0 0.0%	2 2.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	3 5.2%
DK/NR	n 54 14.5%	4 27.1%	7 18.6%	10 13.1%	7 17.4%	8 14.2%	2 8.0%	5 10.7%	2 17.0%	0 0.0%	8 11.5%
Total	N 373 100.0%	13 100.0%	37 100.0%	72 100.0%	40 100.0%	53 100.0%	20 100.0%	45 100.0%	14 100.0%	4 100.0%	53 100.0%

BASE=All home purchase intenders] [Data are weighted]

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Type of neighbourhood preferred

	Overall	Type of neighbourhood preferred			
		New subdivn/development	Established neighbourhood	Rural/Semirural/Farm/Acreage	Does not matter/Either
New single	77 20.8%	34 51.0%	26 11.0%	3 22.5%	0 .0%
Pre-owned single	143 38.3%	3 4.6%	123 52.0%	9 77.5%	1 34.0%
New row/duplex	34 9.1%	18 27.9%	11 4.7%	0 .0%	0 .0%
Pre-owned row/duplex	41 11.1%	3 5.0%	33 14.1%	0 .0%	1 12.9%
New apt/condo	6 1.5%	3 5.2%	2 1.0%	0 .0%	0 .0%
Pre-owned apt/condo	6 1.6%	0 .0%	6 2.6%	0 .0%	0 .0%
Other	11 3.0%	2 2.5%	7 2.9%	0 .0%	2 66.0%
DK/NR	54 14.5%	2 3.7%	28 11.7%	0 .0%	0 .0%
Total N	373 100.0%	66 100.0%	236 100.0%	12 100.0%	3 100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Total household income

	Overall	Household income					
		Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000 or more
New single	n 20.8%	0 .0%	15 23.6%	22 24.3%	14 17.8%	12 24.0%	9 19.4%
Pre-owned single	n 143	1 38.3%	24 39.1%	30 33.6%	34 42.7%	15 31.6%	18 58.6%
New row/duplex	n 34	0 9.1%	9 14.0%	8 9.0%	7 9.2%	1 2.1%	6 17.4%
Pre-owned row/duplex	n 41	0 11.1%	9 14.2%	11 12.3%	7 9.1%	6 11.5%	5 24.0%
New apt/condo	n 6	0 1.5%	0 .0%	2 2.6%	0 .0%	1 2.4%	1 .0%
Pre-owned apt/condo	n 6	0 1.6%	0 .0%	3 3.6%	1 1.1%	1 2.7%	0 .0%
Other	n 11	0 3.0%	1 1.5%	2 2.6%	2 1.9%	4 8.6%	1 2.2%
DK/NR	n 54	1 14.5%	5 7.6%	11 12.1%	15 18.1%	8 17.1%	6 13.4%
Total	N 373	2 100.0%	62 100.0%	90 100.0%	80 100.0%	48 100.0%	46 100.0%
%	100.0%						

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Own/rent

		Overall	Own or Rent Home	
			Own	Rent
New single	n	77	36	41
	%	20.8%	26.0%	17.6%
Pre-owned single	n	143	64	78
	%	38.3%	45.9%	33.7%
New row/duplex	n	34	6	28
	%	9.1%	4.3%	11.9%
Pre-owned row/duplex	n	41	8	33
	%	11.1%	5.9%	14.2%
New apt/condo	n	6	1	5
	%	1.5%	.8%	2.0%
Pre-owned apt/condo	n	6	1	5
	%	1.6%	.5%	2.3%
Other	n	11	5	6
	%	3.0%	3.8%	2.5%
DK/NR	n	54	18	36
	%	14.5%	12.6%	15.7%
Total	N	373	140	233
	%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
New single	n	77	14	16	41	34	43
	%	20.8%	13.9%	22.6%	30.1%	17.4%	24.8%
Pre-owned single	n	143	47	26	49	75	67
	%	38.3%	47.5%	36.3%	36.1%	37.8%	38.7%
New row/duplex	n	34	9	6	12	17	17
	%	9.1%	8.6%	7.6%	9.1%	8.6%	9.7%
Pre-owned row/duplex	n	41	5	8	12	24	17
	%	11.1%	5.4%	11.6%	9.0%	12.0%	10.0%
New apt/condo	n	6	0	3	0	6	0
	%	1.5%	.0%	4.2%	.0%	2.9%	.0%
Pre-owned apt/condo	n	6	2	0	0	6	0
	%	1.6%	2.5%	.0%	.0%	3.1%	.0%
Other	n	11	5	3	2	6	5
	%	3.0%	5.2%	3.8%	1.6%	3.1%	2.9%
DK/NR	n	54	17	10	19	30	24
	%	14.5%	16.9%	13.9%	14.0%	15.1%	13.9%
Total	N	373	99	73	136	198	173
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
New single	n 77	3	26	21	12	9	5
	% 20.8%	23.0%	19.9%	19.0%	20.4%	29.9%	25.5%
Pre-owned single	n 143	5	46	49	22	11	6
	% 38.3%	33.3%	35.2%	43.7%	37.8%	38.5%	29.7%
New row/duplex	n 34	0	17	11	4	1	1
	% 9.1%	.0%	13.0%	9.6%	6.1%	4.5%	6.4%
Pre-owned row/duplex	n 41	2	15	12	8	2	1
	% 11.1%	12.7%	11.2%	10.7%	14.5%	7.2%	6.6%
New apt/condo	n 6	0	2	1	1	1	0
	% 1.5%	.0%	1.9%	1.1%	1.5%	4.0%	.0%
Pre-owned apt/condo	n 6	0	0	4	0	0	2
	% 1.6%	.0%	.0%	3.3%	.0%	.0%	12.3%
Other	n 11	0	3	4	0	0	3
	% 3.0%	.0%	2.2%	4.0%	.0%	.0%	14.1%
DK/NR	n 54	4	22	10	11	5	1
	% 14.5%	31.0%	16.7%	8.6%	19.7%	15.9%	5.5%
Total N	373	14	130	112	58	30	19
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Price of house looking for

	Overall	Price of home							
		Under \$150,000	\$150,000 - 200,000	\$200,000 - 250,000	\$250,000 - 300,000	\$300,000 - 400,000	\$400,000 - 500,000	\$500,000 - 700,000	Over \$700,000
800 - 1000 sq ft	14 3.8%	5 11.3%	6 5.5%	2 2.4%	2 2.9%	0 .0%	0 .0%	0 .0%	0 .0%
1001 - 1200 sq ft	22 6.0%	6 13.1%	11 11.3%	3 3.5%	1 1.9%	1 3.6%	0 .0%	0 .0%	0 .0%
1201 - 1400 sq ft	14 3.8%	2 4.9%	6 6.0%	3 3.3%	1 1.5%	1 2.5%	1 5.6%	0 .0%	0 .0%
1401 - 1600 sq ft	38 10.3%	5 12.8%	15 15.0%	8 10.0%	6 8.9%	3 8.7%	0 .0%	0 .0%	0 .0%
1601 - 1800 sq ft	28 7.4%	1 2.4%	6 5.9%	15 18.7%	2 3.4%	2 5.2%	1 4.9%	0 .0%	0 .0%
1801 - 2000 sq ft	35 9.5%	2 4.1%	7 7.0%	12 14.5%	9 13.5%	2 4.7%	1 3.8%	0 .0%	3 33.7%
2001 - 2500 sq ft	57 15.2%	4 9.8%	5 5.0%	10 12.1%	24 34.1%	5 15.9%	4 22.4%	2 18.5%	3 31.1%
2501 - 3000 sq ft	32 8.6%	0 .0%	3 3.0%	5 5.7%	8 11.3%	7 20.5%	5 28.7%	3 32.6%	2 19.1%
3001 - 3500 sq ft	10 2.6%	0 .0%	0 .0%	1 1.0%	2 2.5%	4 11.8%	3 14.1%	0 .0%	1 6.8%
Over 3500 sq ft	7 1.9%	0 .0%	0 .0%	1 1.2%	0 .0%	1 2.0%	2 9.1%	3 29.5%	0 .0%
DK/NR	115 30.8%	18 41.6%	42 41.3%	22 27.5%	14 20.1%	8 25.2%	2 11.5%	2 19.4%	1 9.2%
Total	373 100.0%	43 100.0%	101 100.0%	80 100.0%	69 100.0%	33 100.0%	18 100.0%	9 100.0%	10 100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (New/Pre-owned)

	Overall	New/Pre-owned		
		Brand new	Pre-owned	Other
800 - 1000 sq ft	n	2	11	0
	%	1.9%	5.4%	.0%
1001 - 1200 sq ft	n	11	10	0
	%	8.8%	5.0%	.0%
1201 - 1400 sq ft	n	5	6	0
	%	3.9%	2.8%	.0%
1401 - 1600 sq ft	n	8	27	0
	%	6.5%	13.6%	.0%
1601 - 1800 sq ft	n	12	13	0
	%	9.8%	6.4%	.0%
1801 - 2000 sq ft	n	12	18	0
	%	10.0%	9.2%	.0%
2001 - 2500 sq ft	n	23	27	1
	%	18.9%	13.6%	15.6%
2501 - 3000 sq ft	n	10	17	1
	%	8.0%	8.5%	10.9%
3001 - 3500 sq ft	n	5	5	0
	%	4.0%	2.3%	.0%
Over 3500 sq ft	n	3	1	0
	%	2.8%	.7%	.0%
DK/NR	n	31	66	4
	%	25.4%	32.5%	73.6%
Total	373	124	201	6
N	100.0%	100.0%	100.0%	100.0%
%				

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Structure)

	Overall	Structure					
		Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Any/Does not matter
800 - 1000 sq ft	n 14 3.8%	2 .9%	1 2.3%	3 7.2%	5 39.9%	0 .0%	0 .0%
1001 - 1200 sq ft	n 22 6.0%	9 3.6%	2 6.1%	6 13.3%	1 9.9%	2 68.3%	0 .0%
1201 - 1400 sq ft	n 14 3.8%	6 2.3%	1 2.4%	5 10.7%	1 6.0%	0 .0%	1 44.3%
1401 - 1600 sq ft	n 38 10.3%	24 9.4%	5 13.3%	5 11.8%	2 15.7%	0 .0%	1 55.7%
1601 - 1800 sq ft	n 28 7.4%	20 7.9%	3 8.7%	2 5.3%	1 6.8%	1 31.7%	0 .0%
1801 - 2000 sq ft	n 35 9.5%	28 10.9%	4 10.7%	1 2.9%	0 .0%	0 .0%	1 15.7%
2001 - 2500 sq ft	n 57 15.2%	51 20.3%	4 11.3%	1 2.2%	0 .0%	0 .0%	0 .0%
2501 - 3000 sq ft	n 32 8.6%	29 11.5%	2 5.3%	1 2.2%	0 .0%	0 .0%	0 .0%
3001 - 3500 sq ft	n 10 2.6%	7 2.8%	0 .0%	1 2.3%	0 .0%	0 .0%	0 .0%
Over 3500 sq ft	n 7 1.9%	6 2.3%	0 .0%	0 .0%	1 10.8%	0 .0%	0 .0%
DK/NR	n 115 30.8%	71 28.0%	15 39.7%	19 42.1%	1 10.8%	0 .0%	1 19.0%
Total N	373	254	38	46	12	3	2
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Ownership)

	Overall	Ownership type		
		Freehold	Condominium	Other
800 - 1000 sq ft	n 3.8%	6 1.8%	9 19.3%	0 .0%
1001 - 1200 sq ft	n 6.0%	13 4.1%	7 15.6%	0 .0%
1201 - 1400 sq ft	n 3.8%	12 3.7%	2 3.6%	0 .0%
1401 - 1600 sq ft	n 10.3%	29 9.3%	9 19.8%	0 .0%
1601 - 1800 sq ft	n 7.4%	26 8.3%	2 3.3%	0 .0%
1801 - 2000 sq ft	n 9.5%	33 10.4%	2 5.2%	0 .0%
2001 - 2500 sq ft	n 15.2%	57 18.0%	0 .0%	0 .0%
2501 - 3000 sq ft	n 8.6%	31 9.9%	1 2.3%	0 .0%
3001 - 3500 sq ft	n 2.6%	8 2.7%	0 .0%	0 .0%
Over 3500 sq ft	n 1.9%	6 1.9%	1 2.8%	0 .0%
DK/NR	n 30.8%	94 30.0%	13 28.0%	1 100.0%
Total N	373	315	45	1
%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Community in which most likely to buy house

	Overall	Community									Other/Outside of Toronto
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Oakville	Milton	
800 - 1000 sq ft	n 14 3.6%	0 .0%	0 .0%	5 7.4%	2 4.7%	2 4.5%	0 .0%	1 3.0%	0 .0%	0 .0%	3 6.3%
1001 - 1200 sq ft	n 22 6.0%	0 .0%	2 6.1%	4 6.1%	0 .0%	1 2.5%	1 3.7%	1 2.4%	1 7.5%	0 .0%	6 12.3%
1201 - 1400 sq ft	n 14 3.6%	1 6.1%	4 10.1%	1 1.3%	1 3.7%	2 3.2%	2 11.3%	1 2.3%	1 9.9%	0 .0%	0 .0%
1401 - 1600 sq ft	n 36 10.3%	1 8.5%	2 6.7%	5 7.2%	11 27.1%	3 5.0%	1 4.5%	4 8.6%	3 20.0%	1 19.9%	7 13.2%
1601 - 1800 sq ft	n 28 7.4%	2 13.0%	3 7.4%	4 5.7%	2 4.7%	3 6.5%	2 9.0%	6 14.1%	1 4.3%	0 .0%	4 7.5%
1801 - 2000 sq ft	n 35 9.5%	1 8.1%	1 2.0%	8 8.9%	2 5.8%	7 13.3%	3 15.5%	5 11.1%	2 13.3%	0 .0%	7 12.9%
2001 - 2500 sq ft	n 57 15.2%	2 14.5%	4 9.6%	8 11.5%	4 9.0%	12 23.0%	3 14.7%	12 25.7%	2 14.6%	1 23.7%	8 15.6%
2501 - 3000 sq ft	n 32 8.6%	1 7.9%	1 2.2%	6 8.0%	3 8.7%	10 18.7%	2 8.0%	3 8.7%	2 13.9%	0 .0%	5 8.7%
3001 - 3500 sq ft	n 10 2.6%	0 .0%	1 4.0%	2 2.7%	0 .0%	3 6.2%	0 .0%	2 4.1%	0 .0%	0 .0%	0 .0%
Over 3500 sq ft	n 7 1.9%	0 .0%	1 3.4%	1 1.5%	0 .0%	2 3.4%	2 7.0%	0 .0%	0 .0%	0 .0%	1 2.8%
DK/NR	n 115 30.8%	6 43.9%	18 48.4%	28 39.7%	15 36.6%	7 13.8%	7 32.3%	10 22.0%	2 16.6%	2 56.4%	11 20.6%
Total	N 373 100.0%	13 100.0%	37 100.0%	72 100.0%	40 100.0%	53 100.0%	20 100.0%	45 100.0%	14 100.0%	4 100.0%	53 100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of neighbourhood preferred

	Overall	Type of neighbourhood preferred				
		New subdivn/dev elopment	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
800 - 1000 sq ft	14 3.8%	1 1.4%	11 4.7%	0 .0%	0 .0%	0 .0%
1001 - 1200 sq ft	22 6.0%	4 5.4%	14 6.0%	1 9.3%	1 17.2%	0 .0%
1201 - 1400 sq ft	14 3.8%	3 4.5%	8 3.3%	1 5.6%	1 12.9%	0 .0%
1401 - 1600 sq ft	38 10.3%	7 11.0%	24 10.3%	1 5.6%	1 24.0%	1 34.0%
1601 - 1800 sq ft	28 7.4%	6 9.0%	17 7.1%	2 14.1%	0 .0%	0 .0%
1801 - 2000 sq ft	35 9.5%	10 14.5%	21 9.0%	1 7.6%	1 16.6%	0 .0%
2001 - 2500 sq ft	57 15.2%	16 24.4%	29 12.4%	3 27.5%	1 14.2%	1 33.7%
2501 - 3000 sq ft	32 8.6%	5 6.9%	21 8.7%	0 .0%	0 .0%	0 .0%
3001 - 3500 sq ft	10 2.6%	2 2.8%	6 2.4%	0 .0%	0 .0%	0 .0%
Over 3500 sq ft	7 1.9%	1 1.9%	4 1.5%	0 .0%	0 .0%	0 .0%
DK/NR	115 30.8%	12 18.2%	82 34.6%	4 30.3%	1 15.2%	1 32.3%
Total N	373	66	236	12	6	3
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

BASE=All home purchase intenders] [Data are weighted]

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Total household income

		Overall	Household income						
			Under \$20,000	\$ 20,000-40,000	\$ 40,000-60,000	\$ 60,000-80,000	\$ 80,000-100,000	\$100,000-200,000	\$200,000 or more
800 - 1000 sq ft	n	14	0	1	7	3	3	0	0
	%	3.8%	.0%	2.3%	7.4%	4.1%	6.0%	.0%	.0%
1001 - 1200 sq ft	n	22	0	6	5	3	6	1	0
	%	6.0%	.0%	9.2%	5.4%	3.9%	11.7%	2.2%	.0%
1201 - 1400 sq ft	n	14	0	7	2	2	1	1	0
	%	3.8%	.0%	11.0%	2.5%	2.7%	1.9%	1.8%	.0%
1401 - 1600 sq ft	n	38	0	3	9	11	1	9	1
	%	10.3%	.0%	4.4%	10.2%	14.3%	2.0%	19.0%	24.0%
1601 - 1800 sq ft	n	28	0	1	10	10	3	1	0
	%	7.4%	.0%	2.0%	11.7%	12.1%	5.5%	2.0%	.0%
1801 - 2000 sq ft	n	35	0	4	10	9	4	7	0
	%	9.5%	.0%	6.4%	11.5%	10.7%	8.9%	16.0%	.0%
2001 - 2500 sq ft	n	57	0	1	16	9	11	12	1
	%	15.2%	.0%	2.0%	17.6%	11.8%	23.5%	25.1%	20.0%
2501 - 3000 sq ft	n	32	0	4	2	11	6	4	2
	%	8.6%	.0%	6.4%	1.7%	14.2%	13.2%	8.7%	38.7%
3001 - 3500 sq ft	n	10	0	0	2	1	1	3	1
	%	2.6%	.0%	.0%	2.6%	1.6%	2.8%	5.7%	17.4%
Over 3500 sq ft	n	7	0	0	0	2	1	0	0
	%	1.9%	.0%	.0%	.0%	2.8%	3.1%	.0%	.0%
DK/NR	n	115	2	35	27	17	10	9	0
	%	30.8%	100.0%	56.3%	29.4%	21.8%	21.4%	19.6%	.0%
Total	N	373	2	62	90	80	48	46	6
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Own/rent

		Overall	Own or Rent Home	
			Own	Rent
800 - 1000 sq ft	n	14	1	13
	%	3.8%	.8%	5.7%
1001 - 1200 sq ft	n	22	9	13
	%	6.0%	6.4%	5.7%
1201 - 1400 sq ft	n	14	4	10
	%	3.8%	2.8%	4.5%
1401 - 1600 sq ft	n	38	15	23
	%	10.3%	11.0%	9.8%
1601 - 1800 sq ft	n	28	10	17
	%	7.4%	7.3%	7.5%
1801 - 2000 sq ft	n	35	18	17
	%	9.5%	12.8%	7.5%
2001 - 2500 sq ft	n	57	33	24
	%	15.2%	23.3%	10.4%
2501 - 3000 sq ft	n	32	18	15
	%	8.6%	12.5%	6.3%
3001 - 3500 sq ft	n	10	8	2
	%	2.6%	5.6%	.8%
Over 3500 sq ft	n	7	6	1
	%	1.9%	4.2%	.6%
DK/NR	n	115	19	96
	%	30.8%	13.3%	41.4%
Total	N	373	140	233
%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
800 - 1000 sq ft	n	8	3	0	4	11	4
%	3.8%	12.0%	2.9%	.0%	2.7%	5.3%	2.1%
1001 - 1200 sq ft	n	9	8	3	1	21	1
%	6.0%	14.7%	8.4%	4.8%	.8%	10.7%	.8%
1201 - 1400 sq ft	n	3	3	5	4	6	8
%	3.8%	4.1%	2.6%	6.7%	3.1%	3.1%	4.7%
1401 - 1600 sq ft	n	8	12	8	11	25	13
%	10.3%	12.5%	11.8%	10.8%	7.8%	12.7%	7.5%
1601 - 1800 sq ft	n	4	11	6	7	16	11
%	7.4%	5.6%	11.1%	8.1%	5.3%	8.3%	6.5%
1801 - 2000 sq ft	n	4	14	3	14	21	14
%	9.5%	6.0%	14.5%	4.1%	10.3%	10.6%	8.2%
2001 - 2500 sq ft	n	3	14	10	31	21	36
%	15.2%	4.1%	14.0%	13.3%	22.5%	10.5%	20.7%
2501 - 3000 sq ft	n	4	6	9	12	10	21
%	8.6%	6.2%	6.4%	12.6%	8.8%	5.2%	12.2%
3001 - 3500 sq ft	n	1	1	3	5	5	5
%	2.6%	2.1%	.8%	3.9%	3.4%	2.3%	2.8%
Over 3500 sq ft	n	1	0	2	4	4	3
%	1.9%	2.0%	.0%	2.2%	3.2%	2.3%	1.6%
DK/NR	n	20	27	24	44	57	58
%	30.8%	30.6%	27.6%	33.6%	32.0%	28.9%	33.2%
Total	373	64	99	73	136	198	173
N	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
%							

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
800 - 1000 sq ft	n	14	5	5	2	0	2
	%	3.8%	3.7%	4.2%	4.1%	.0%	12.3%
1001 - 1200 sq ft	n	22	5	4	4	7	4
	%	6.0%	3.7%	3.2%	6.2%	22.8%	18.2%
1201 - 1400 sq ft	n	14	2	7	5	0	0
	%	3.8%	1.8%	6.3%	8.5%	.0%	.0%
1401 - 1600 sq ft	n	38	15	12	4	5	1
	%	10.3%	11.6%	10.9%	6.3%	16.7%	6.4%
1601 - 1800 sq ft	n	28	11	9	4	2	0
	%	7.4%	8.8%	7.8%	6.1%	7.2%	.0%
1801 - 2000 sq ft	n	35	11	15	7	1	1
	%	9.5%	8.1%	13.4%	12.3%	4.5%	7.3%
2001 - 2500 sq ft	n	57	19	18	13	4	0
	%	15.2%	14.7%	16.4%	21.8%	13.8%	.0%
2501 - 3000 sq ft	n	32	14	10	3	1	4
	%	8.6%	10.9%	8.5%	4.9%	4.5%	18.2%
3001 - 3500 sq ft	n	10	2	3	3	1	0
	%	2.6%	1.3%	2.5%	4.4%	4.0%	.0%
Over 3500 sq ft	n	7	0	2	2	1	1
	%	1.9%	.0%	2.2%	2.7%	5.1%	5.5%
DK/NR	n	115	46	27	13	6	6
	%	30.8%	35.4%	24.5%	22.7%	21.4%	32.2%
Total	N	373	130	112	58	30	19
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (New/Pre-owned)

	Overall	New/Pre-owned	
		Brand new	Pre-owned
Under \$150,000	43 11.4%	11 9.1%	28 13.9%
\$150,000 - 200,000	101 27.0%	32 25.7%	57 28.3%
\$200,000 - 250,000	80 21.4%	31 24.7%	41 20.2%
\$250,000 - 300,000	69 18.5%	25 19.9%	36 18.0%
\$300,000 - 400,000	33 8.8%	14 11.7%	12 6.2%
\$400,000 - 500,000	18 4.8%	3 2.0%	11 5.7%
\$500,000 - 700,000	9 2.5%	3 2.8%	5 2.3%
Over \$700,000	10 2.7%	2 1.5%	7 3.5%
DK/NR	11 2.8%	3 2.6%	4 1.8%
Total	373 100.0%	124 100.0%	201 100.0%
N			6
%			100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Structure)

	Overall	Structure					Any/Does not matter	Other
		Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium		
Under \$150,000	n 43 % 11.4%	22 8.8%	6 15.3%	7 15.3%	3 28.4%	0 .0%	0 .0%	2 29.6%
\$150,000 - 200,000	n 101 % 27.0%	55 21.5%	14 37.3%	22 47.3%	2 19.9%	2 68.3%	1 55.7%	1 21.4%
\$200,000 - 250,000	n 80 % 21.4%	56 22.2%	10 27.5%	7 14.9%	3 25.0%	0 .0%	0 .0%	1 14.0%
\$250,000 - 300,000	n 69 % 18.5%	59 23.1%	6 14.6%	4 8.4%	0 .0%	0 .0%	0 .0%	1 16.0%
\$300,000 - 400,000	n 33 % 8.8%	22 8.7%	1 3.2%	2 5.3%	1 9.9%	1 31.7%	1 44.3%	1 19.0%
\$400,000 - 500,000	n 18 % 4.8%	17 6.6%	0 .0%	1 2.3%	0 .0%	0 .0%	0 .0%	0 .0%
\$500,000 - 700,000	n 9 % 2.5%	9 3.7%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Over \$700,000	n 10 % 2.7%	7 2.8%	1 2.2%	2 4.2%	0 .0%	0 .0%	0 .0%	0 .0%
DK/NR	n 11 % 2.8%	7 2.6%	0 .0%	1 2.2%	2 16.8%	0 .0%	0 .0%	0 .0%
Total N	373	254	38	46	12	3	2	7
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Ownership)

	Overall	Ownership type		
		Freehold	Condominiu m	Other
Under \$150,000	n 43 % 11.4%	30 9.6%	9 20.9%	0 .0%
\$150,000 - 200,000	n 101 % 27.0%	81 25.6%	15 34.0%	1 100.0%
\$200,000 - 250,000	n 80 % 21.4%	68 21.7%	12 25.7%	0 .0%
\$250,000 - 300,000	n 69 % 18.5%	63 19.9%	4 8.1%	0 .0%
\$300,000 - 400,000	n 33 % 8.8%	31 9.7%	2 4.6%	0 .0%
\$400,000 - 500,000	n 18 % 4.8%	17 5.4%	0 .0%	0 .0%
\$500,000 - 700,000	n 9 % 2.5%	9 2.9%	0 .0%	0 .0%
Over \$700,000	n 10 % 2.7%	9 2.8%	1 2.3%	0 .0%
DK/NR	n 11 % 2.8%	8 2.4%	2 4.4%	0 .0%
Total N _____ %	373 100.0%	315 100.0%	45 100.0%	1 100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Size of house looking for (sq ft)

	Overall	Size of home (sq ft)									
		800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
Under \$150,000	n	43	5	6	2	5	1	2	4	0	0
	%	11.4%	33.7%	25.0%	14.6%	14.3%	3.7%	5.0%	7.4%	.0%	.0%
\$150,000 - 200,000	n	101	6	11	6	15	6	7	5	3	0
	%	27.0%	38.7%	51.3%	41.9%	38.5%	21.5%	20.0%	8.8%	.0%	.0%
\$200,000 - 250,000	n	80	2	3	3	8	15	12	10	5	1
	%	21.4%	13.7%	12.7%	18.5%	20.6%	54.2%	32.8%	14.3%	8.4%	12.8%
\$250,000 - 300,000	n	69	2	1	1	6	2	9	24	8	0
	%	18.5%	13.8%	5.7%	7.2%	16.1%	8.5%	28.4%	41.4%	17.7%	.0%
\$300,000 - 400,000	n	33	0	1	1	3	2	2	5	7	1
	%	8.8%	.0%	5.3%	5.7%	7.4%	6.1%	4.4%	9.1%	40.4%	9.0%
\$400,000 - 500,000	n	18	0	0	1	0	1	1	4	5	2
	%	4.8%	.0%	.0%	7.0%	.0%	3.1%	1.9%	7.1%	26.4%	22.5%
\$500,000 - 700,000	n	9	0	0	0	0	0	0	2	3	3
	%	2.5%	.0%	.0%	.0%	.0%	.0%	.0%	3.0%	.0%	37.9%
Over \$700,000	n	10	0	0	0	0	0	3	3	2	0
	%	2.7%	.0%	.0%	.0%	.0%	.0%	8.5%	5.4%	7.1%	.0%
DK/NR	n	11	0	0	1	1	1	0	0	0	1
	%	2.8%	.0%	.0%	5.0%	1.9%	3.0%	.0%	.8%	.0%	17.8%
Total N		373	14	22	14	38	28	35	57	32	10
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Community in which most likely to buy house

	Overall	Community								Other/Outside de Toronto	
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga a	Oakville		Milton
Under \$150,000	n	43	2	6	3	2	2	4	0	1	18
	%	11.4%	5.8%	8.7%	7.3%	3.0%	10.5%	8.9%	.0%	19.9%	34.4%
\$150,000 - 200,000	n	101	6	11	15	7	7	14	6	1	10
	%	27.0%	44.3%	15.1%	36.7%	14.0%	33.0%	30.4%	43.9%	19.5%	19.6%
\$200,000 - 250,000	n	80	4	20	5	12	5	10	3	0	15
	%	21.4%	27.9%	27.2%	12.0%	22.4%	23.8%	21.5%	19.3%	.0%	27.8%
\$250,000 - 300,000	n	69	0	13	7	18	7	13	2	1	4
	%	18.5%	.0%	18.4%	17.4%	31.0%	32.7%	29.0%	12.9%	23.7%	8.2%
\$300,000 - 400,000	n	33	1	7	5	8	0	4	0	1	1
	%	8.8%	12.3%	9.0%	12.5%	14.6%	.0%	7.9%	.0%	25.5%	2.7%
\$400,000 - 500,000	n	18	0	5	3	4	0	1	3	0	0
	%	4.8%	.0%	7.4%	8.0%	7.9%	.0%	2.4%	20.7%	.0%	.0%
\$500,000 - 700,000	n	9	0	5	0	3	0	0	0	0	1
	%	2.5%	.0%	6.4%	.0%	5.1%	.0%	.0%	.0%	11.3%	2.8%
Over \$700,000	n	10	1	4	0	1	0	0	0	0	1
	%	2.7%	6.1%	5.4%	.0%	2.0%	.0%	.0%	.0%	.0%	2.8%
DK/NR	n	11	0	2	2	0	0	0	0	0	1
	%	2.8%	.0%	2.5%	6.1%	.0%	.0%	.0%	3.2%	.0%	1.6%
Total N		373	37	72	40	53	20	45	14	4	53
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of neighbourhood preferred

	Overall	Type of neighbourhood preferred			
		New subdivn/dev elopment	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either
Under \$150,000	43 11.4%	7 11.1%	29 12.1%	4 29.9%	0 .0%
\$150,000 - 200,000	101 27.0%	20 29.5%	61 25.9%	2 14.1%	2 66.3%
\$200,000 - 250,000	80 21.4%	13 20.0%	52 21.9%	3 21.8%	1 33.7%
\$250,000 - 300,000	69 18.5%	18 27.6%	40 17.1%	3 21.0%	0 .0%
\$300,000 - 400,000	33 8.8%	6 9.0%	19 7.8%	1 9.3%	0 .0%
\$400,000 - 500,000	18 4.8%	0 .0%	15 6.2%	0 .0%	0 .0%
\$500,000 - 700,000	9 2.5%	1 1.0%	8 3.2%	0 3.8%	0 .0%
Over \$700,000	10 2.7%	0 .0%	9 3.8%	0 .0%	0 .0%
DK/NR	11 2.8%	1 1.9%	5 2.0%	0 .0%	0 .0%
Total N	373 100.0%	66 100.0%	236 100.0%	12 100.0%	3 100.0%
%					

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Total household income

Household income									
		Overall	Under \$20,000	\$ 20,000- 40,000	\$ 40,000- 60,000	\$ 60,000- 80,000	\$ 80,000-10 0,000	\$100,000-2 00,000	\$200,000 or more
Under \$150,000	n	43	0	18	16	4	1	2	0
	%	11.4%	.0%	28.7%	17.4%	4.4%	2.1%	4.4%	.0%
\$150,000 - 200,000	n	101	1	29	29	23	7	4	0
	%	27.0%	52.6%	46.3%	31.8%	28.1%	14.8%	9.5%	.0%
\$200,000 - 250,000	n	80	0	12	20	24	10	9	1
	%	21.4%	.0%	18.7%	21.8%	30.0%	20.4%	18.5%	24.0%
\$250,000 - 300,000	n	69	0	3	19	12	20	12	0
	%	18.5%	.0%	4.6%	20.6%	15.5%	40.4%	26.3%	.0%
\$300,000 - 400,000	n	33	0	0	3	10	6	9	0
	%	8.8%	.0%	.0%	3.4%	13.0%	11.6%	19.2%	.0%
\$400,000 - 500,000	n	18	0	0	3	5	2	4	1
	%	4.8%	.0%	.0%	3.0%	6.4%	4.6%	8.6%	17.4%
\$500,000 - 700,000	n	9	0	0	0	2	2	2	2
	%	2.5%	.0%	.0%	.0%	2.6%	4.1%	4.8%	38.7%
Over \$700,000	n	10	1	0	2	0	0	4	1
	%	2.7%	47.4%	.0%	2.1%	.0%	.0%	8.7%	20.0%
DK/NR	n	11	0	1	0	0	1	0	0
	%	2.8%	.0%	1.6%	.0%	.0%	2.1%	.0%	.0%
Total N		373	2	62	90	80	48	46	6
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Own/rent

	Overall	Own or Rent Home	
		Own	Rent
Under \$150,000	43	5	38
	11.4%	3.6%	16.2%
\$150,000 - 200,000	101	24	77
	27.0%	17.1%	33.0%
\$200,000 - 250,000	80	27	53
	21.4%	18.9%	22.9%
\$250,000 - 300,000	69	40	29
	18.5%	28.4%	12.5%
\$300,000 - 400,000	33	17	15
	8.8%	12.5%	6.5%
\$400,000 - 500,000	18	11	7
	4.8%	8.0%	2.9%
\$500,000 - 700,000	9	7	2
	2.5%	5.3%	.8%
Over \$700,000	10	4	6
	2.7%	3.0%	2.4%
DK/NR	11	4	6
	2.8%	3.1%	2.7%
Total N	373	140	233
%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Household size and Children in household

	Overall	Household size				Children in household	
		1	2	3	4 or more	No	Yes
Under \$150,000	n	12	8	7	15	24	18
	%	19.4%	8.0%	9.8%	11.2%	12.3%	10.5%
\$150,000 - 200,000	n	18	26	24	32	57	44
	%	27.9%	26.5%	33.5%	23.7%	28.6%	25.4%
\$200,000 - 250,000	n	14	22	11	33	38	42
	%	22.5%	21.7%	14.9%	24.4%	19.0%	24.3%
\$250,000 - 300,000	n	14	20	8	26	39	30
	%	22.5%	20.5%	10.9%	19.4%	19.7%	17.3%
\$300,000 - 400,000	n	3	9	9	11	16	16
	%	4.3%	9.6%	11.8%	8.1%	8.1%	9.1%
\$400,000 - 500,000	n	1	5	6	6	9	9
	%	1.4%	5.0%	8.8%	4.2%	4.7%	4.9%
\$500,000 - 700,000	n	0	1	3	5	4	6
	%	.0%	.8%	4.6%	3.8%	1.8%	3.2%
Over \$700,000	n	0	6	0	4	6	4
	%	.0%	6.1%	.0%	2.8%	2.9%	2.4%
DK/NR	n	1	2	4	3	6	5
	%	2.0%	1.8%	5.8%	2.5%	2.9%	2.8%
Total	n	64	99	73	136	198	173
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Respondent age

	Overall	Age group				
		18-24	25-34	35-44	45-54	55-64
Under \$150,000	n 43	1	11	13	7	2
	% 11.4%	7.1%	8.6%	11.9%	11.3%	7.2%
\$150,000 - 200,000	n 101	5	35	25	18	11
	% 27.0%	37.1%	26.9%	22.6%	30.6%	38.4%
\$200,000 - 250,000	n 80	3	27	28	15	3
	% 21.4%	18.8%	21.0%	25.1%	26.1%	11.7%
\$250,000 - 300,000	n 69	3	27	22	9	4
	% 18.5%	18.9%	20.4%	20.0%	15.6%	13.5%
\$300,000 - 400,000	n 33	1	17	7	1	2
	% 8.8%	4.6%	12.9%	6.6%	1.5%	7.9%
\$400,000 - 500,000	n 18	0	6	7	3	1
	% 4.8%	.0%	4.4%	6.4%	5.4%	3.2%
\$500,000 - 700,000	n 9	0	1	1	2	4
	% 2.5%	.0%	.6%	1.1%	3.7%	14.1%
Over \$700,000	n 10	0	5	2	2	1
	% 2.7%	.0%	3.7%	1.9%	2.9%	4.1%
DK/NR	n 11	2	2	5	2	0
	% 2.8%	13.4%	1.6%	4.4%	3.0%	.0%
Total N	373	14	130	112	58	30
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Renovation Intentions

	n	%
Strong (Ready to Renovate)	325	18.2%
Moderate (Thinking of Renovating)	222	12.5%
Potential Renovator	228	12.7%
Not intending to renovate	1006	58.5%
Total	1778	100.0%

[BASE=All home owners] [Data are weighted]

Renovation Interder Profile: Residence

Area of residence in Toronto	n	%
Ajax-Pickering	43	5.5%
Toronto East	114	14.8%
Toronto Central	183	23.7%
Toronto West	52	6.7%
York Region	113	14.7%
Brampton	85	10.9%
Mississauga	108	14.0%
Oakville	30	3.9%
Milton	6	.7%
Other	34	4.5%
DK/NR	5	.6%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	n	%
18-24	8	1.1%
25-34	130	16.9%
35-44	252	32.7%
45-54	173	22.3%
55-64	104	13.5%
65 +	68	8.8%
DK/NR	36	4.7%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	N	Mean age	Median age
	736	46	44

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Gender

	n	%
Male	282	36.5%
Female	491	63.5%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Household composition

Household size [# persons]	n	%
1	72	9.3%
2	185	23.9%
3	141	18.2%
4 or more	361	46.7%
DK/NR	14	1.8%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Children under 18 years of age in household

	n	%
No	383	49.6%
Yes	376	48.6%
DK/NR	14	1.8%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Total household income

	n	%
Under \$20,000	8	1.0%
\$ 20,000- 40,000	68	8.8%
\$ 40,000- 60,000	129	16.7%
\$ 60,000- 80,000	157	20.3%
\$ 80,000-100,000	114	14.8%
\$100,000-200,000	135	17.5%
\$200,000 or more	24	3.1%
DK/NR	137	17.7%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 12 months

	n	%
Low	65	8.5%
50/50	179	23.2%
High	527	68.1%
DK	2	.2%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 6 months

	n	%
Low	220	28.5%
50/50	160	20.6%
High	385	49.8%
Don't Know/Refused	8	1.0%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

All home renovations planned

Renovations	n	%
NET: PAINT / WALLPAPER	346	44.8%
NET: KITCHEN	84	10.8%
NET: BATHROOM	121	15.7%
NET: CARPET / FLOORING	144	18.7%
NET: REC ROOM	90	11.7%
Paint/Wallpaper: one room	61	7.9%
Paint/Wallpaper: more than one room	206	26.7%
Paint/Wallpaper: whole house	69	8.9%
Kitchen: cabinets/counter tops	26	3.4%
Kitchen: complete renovation	58	7.5%
Bathroom: fixtures	19	2.5%
Bathroom: tile	17	2.2%
Bathroom: complete renovation	75	9.7%
Bathroom: addition/basement conversn	21	2.7%
Carpet/Flooring: one room	49	6.3%
Carpet/Flooring: more than one room	65	8.5%
Carpet/Flooring: whole house	22	2.8%
Rec Room: new addition	5	.6%
Rec Room: basement conversion	86	11.2%
Add a fireplace	7	.9%
Add a pool	11	1.4%
Add/refurbish closets	6	.8%
Build a garage	4	.5%
Deck/Patio	48	6.2%
Doors	25	3.3%
Exterior painting/stucco	19	2.5%
Fence	12	1.6%
Foundation	1	.1%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
Furnace	13	1.6%
Hot water heater	1	.1%
Ornamental lighting	0	.0%
Roofing	37	4.7%
Windows	54	7.0%
Wiring	7	.9%
Paint/Wallpaper (unspecified)	10	1.3%
Carpet/Flooring (unspecified)	10	1.3%
Basement (unspecified)	3	.3%
Renovation/Redecoration (unspecified)	21	2.8%
Drywall/Plastering	9	1.2%
Siding	4	.5%
Driveway/Sidewalk	16	2.0%
Addition/Extension/Add room(s)	61	7.9%
Remove/Replace/Erect walls	9	1.2%
Landscaping	17	2.2%
Insulation	3	.4%
The whole house/Everything (unspecified)	1	.2%
Plumbing	5	.7%
Air conditioning/Air cleaning/Filters	5	.7%
Eavestroughs/Gutters	6	.7%
Brickwork/Masonry	2	.3%
New furnishings	11	1.4%
Chimney repairs/New	0	.0%
Other renovations	23	3.0%
None	0	.0%
DON'T KNOW/REFUSED	10	1.3%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

The most important renovation project planned

	n	%
Paint/Wallpaper: 1 room	35	4.6%
Paint/Wallpaper: 2+ rooms	139	18.0%
Paint/Wpaper: House	44	5.7%
Kitchen: Cabinet/Counter	16	2.0%
Kitchen: Complete Renovation	42	5.4%
Bathroom: Fixtures	6	.7%
Bathroom: Tile	6	.8%
Bathroom: Complete Renovation	44	5.6%
Bathroom: Addition/Conversion	8	1.1%
Carpet/Floor: 1 room	27	3.5%
Carpet/Floor: 2+ rooms	35	4.5%
Carpet/Floor: House	16	2.1%
Rec Room: New addition	3	.4%
Rec Room: Conversion	58	7.5%
Add fireplace	2	.3%
Add pool/hot tub	4	.6%
Add/Refurbish Closets/cabinets	4	.5%
Build garage	4	.5%
Deck/Patio	21	2.7%
Doors	9	1.2%
Ext painting/stucco	9	1.1%
Fence	7	.9%
Foundation	1	.1%
Furnace	7	1.0%
Hot water heater	1	.1%
Roofing	27	3.4%
Windows	21	2.8%
Wiring	1	.1%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

	n	%
Paint/Wallpaper: Unspecified	3	.4%
Carpet/Floor: Unspecified	9	1.1%
Basement: Unspecified	1	.1%
Renovate/Decorate	11	1.4%
Drywall/Plastering	1	.1%
Siding	2	.2%
Driveway/Sidewalk	8	1.1%
Addition/Extension	43	5.6%
Wall: Remove/Replace	4	.5%
Landscaping	5	.7%
Insulation	1	.1%
The whole house	1	.2%
Plumbing	2	.2%
Air conditioning/Air cleaning/Filters	3	.4%
Eavestroughing/Gutters	2	.3%
Brickwork/Masonry	1	.2%
Fixtures/Upholstery/Window coverings...	5	.6%
Miscellaneous	15	1.9%
Don't Know/No Response	60	7.7%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do the renovations

	n	%
Do it myself	283	36.6%
Some contracted help	146	18.9%
General handyman	38	4.9%
Skilled tradesperson	109	14.1%
General contractor	169	21.9%
Architect/ Engineer	4	.6%
Family/ Friends	4	.5%
Miscellaneous	2	.2%
DK/NR	18	2.4%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on all renovations

	n	%
Up to \$500	109	14.1%
\$ 501 - 1,000	51	6.6%
\$1,001 - 2,500	77	10.0%
\$2,501 - 5,000	130	16.8%
\$5,001 -10,000	98	12.6%
Over \$10,000	94	12.2%
DK/NR	215	27.8%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on all renovations

	N	Mean \$	Median \$
	558	\$9,852.41	\$3,500.00

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	n	%
Up to \$500	128	16.6%
\$ 501 - 1,000	63	8.2%
\$1,001 - 2,500	103	13.3%
\$2,501 - 5,000	97	12.6%
\$5,001 -10,000	66	8.6%
Over \$10,000	61	7.9%
DK/NR	254	32.8%
Total	773	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	N	Mean \$	Median \$
Plan to spend: Most important renovation	519	\$7,277.77	\$2,000.00

[BASE=All home renovation intenders] [Data are weighted]

Pre-renovation activities

	n	%
Contacted contractor: renovation info	231	29.9%
Talked to building materials supplier	207	26.8%
Read publications: renovation info	362	46.9%
Watched TV pgms/videos on renovations	446	57.8%
None of these	150	19.4%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Reasons decided not to renovate

Reasons	n	%
Change in hold financial situation	12	31.8%
Change in household job situation	0	.0%
Cost is too high	2	5.7%
Sold existing house	0	.0%
Satisfied with existing home	5	13.1%
Just renovated existing home	1	2.1%
Just bought a home	1	3.9%
Don't want to make a mess/hassle	3	8.4%
Kids moved back/moved away	2	4.2%
No time/Too busy	2	4.7%
Not the right time of year	2	4.3%
Want to move/Trying to sell	0	.0%
Personal reasons	3	8.6%
Age factor	0	.0%
Don't need/Have a new house	0	.0%
Don't need (unspecified)	0	.0%
Other reasons not to renovate	1	2.0%
DON'T KNOW/REFUSED	4	11.2%
	0	.0%

[BASE=Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	83	14.1%
Change in household job situation	4	.6%
Thinking of selling home	15	2.5%
Bought an older home	1	.2%
Deterioration of existing home	61	10.4%
Develop health/mobility problems	4	.7%
Want to change style of existing home	3	.5%
Kids moved back/moved away	2	.3%
Nothing/Like my existing home	308	52.4%
Disaster	21	3.5%
Increase in household size	2	.3%
Home needs to be older/too new	14	2.3%
Already done/Don't need	11	1.9%
Don't want to/No intentions	7	1.1%
Win lottery/Other windfall	0	.0%
Other reconsideration factors	21	3.5%
DON'T KNOW/REFUSED	45	7.7%

[BASE= Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Current residence of respondent

	Overall	Area of residence in Toronto						
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga
Strong (Ready to Renovate)	n 325 % 42.0%	22 51.4%	43 37.4%	88 48.3%	11 22.2%	44 38.5%	34 40.7%	49 45.4%
Moderate (Thinking of Renovating)	n 222 % 28.8%	11 28.1%	34 30.0%	45 24.4%	17 32.0%	38 31.5%	28 33.6%	29 26.5%
Potential Renovator	n 226 % 29.2%	10 22.5%	37 32.6%	50 27.2%	24 45.6%	34 30.0%	22 25.8%	30 28.1%
Total N	773	43	114	183	52	113	85	108
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Total household income

	Overall	Household income						
		Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000	\$200,000 or more
Strong (Ready to Renovate)	n 325 % 42.0%	3 37.0%	26 38.1%	49 38.1%	58 37.2%	59 52.1%	68 50.1%	12 49.7%
Moderate (Thinking of Renovating)	n 222 % 28.8%	3 33.7%	15 21.9%	40 30.9%	52 33.1%	33 29.1%	42 30.8%	6 23.9%
Potential Renovator	n 226 % 29.2%	2 29.3%	27 40.0%	40 31.0%	47 29.7%	21 18.8%	26 19.0%	6 26.4%
Total N	773	8	68	129	157	114	135	24
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
Strong (Ready to Renovate)	n 325 42.0%	28 39.2%	82 44.1%	53 37.9%	152 42.1%	152 39.8%	163 43.3%
Moderate (Thinking of Renovating)	n 222 28.8%	26 36.5%	47 25.4%	45 32.2%	103 28.5%	113 29.5%	109 28.9%
Potential Renovator	n 226 29.2%	17 24.3%	56 30.5%	42 29.9%	106 29.3%	118 30.7%	104 27.8%
Total N	773	72	185	141	361	383	376
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Strong (Ready to Renovate)	n 325 42.0%	1 15.7%	61 46.6%	123 48.6%	59 34.4%	43 41.6%	22 31.8%
Moderate (Thinking of Renovating)	n 222 28.8%	4 48.8%	36 27.5%	72 28.4%	52 30.3%	29 28.1%	22 31.9%
Potential Renovator	n 226 29.2%	3 35.5%	34 25.9%	58 23.0%	61 35.4%	32 30.3%	25 36.3%
Total N	773	8	130	252	173	104	68
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by All home renovations planned

	Overall	All renovations planned						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External constructio n/ Repair	All other renovations
Strong (Ready to Renovate)	325	163	37	52	69	66	60	85
	42.0%	47.0%	44.8%	43.1%	48.1%	44.7%	45.0%	47.3%
Moderate (Thinking of Renovating)	222	107	24	38	38	35	38	46
	28.8%	30.8%	28.1%	31.0%	24.8%	23.9%	28.3%	25.7%
Potential Renovator	226	77	23	31	39	46	36	48
	29.2%	22.2%	27.1%	26.0%	27.1%	31.4%	26.8%	27.0%
Total N	773	346	84	121	144	148	133	179
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Amount plan to spend on all renovations

	Overall	\$ plan to spend on renovations				
		Up to \$500	\$ 501 - 1,000	\$1,001 - 2,500	\$2,501 - 5,000	\$5,001 -10,000
Strong (Ready to Renovate)	325 42.0%	43 39.4%	22 44.1%	38 49.0%	57 43.7%	47 50.1%
Moderate (Thinking of Renovating)	222 28.8%	33 30.1%	14 27.0%	23 29.9%	35 27.3%	23 24.3%
Potential Renovator	226 29.2%	33 30.5%	15 29.0%	16 21.2%	38 29.0%	24 25.5%
Total N	773	109	51	77	130	94
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation Intentions by Most Important renovation planned

	Overall	Most important renovation						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Strong (Ready to Renovate)	325 42.0%	88 39.7%	25 43.0%	26 41.1%	41 46.9%	45 42.4%	31 38.2%	44 44.2%
Moderate (Thinking of Renovating)	222 28.8%	79 36.0%	18 31.2%	19 29.9%	19 21.9%	23 22.1%	24 29.9%	28 28.0%
Potential Renovator	226 29.2%	54 24.3%	15 25.9%	18 29.0%	27 31.2%	37 35.5%	26 31.9%	27 27.8%
Total N	773	221	57	64	87	105	80	99
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Amount plan to spend on most important renovation

	Overall	\$ plan to spend on most important renovation					
		Up to \$500	\$ 501 - 1,000	\$1,001 - 2,500	\$2,501 - 5,000	\$5,001 -10,000	Over \$10,000
Strong (Ready to Renovate)	n 325 42.0%	59 46.0%	31 48.2%	47 45.7%	42 43.7%	30 45.9%	24 38.6%
Moderate (Thinking of Renovating)	n 222 28.8%	39 30.5%	19 30.1%	31 29.8%	26 26.7%	18 27.0%	16 25.7%
Potential Renovator	n 226 29.2%	30 23.5%	14 21.7%	25 24.6%	29 29.6%	18 27.0%	22 35.7%
Total N	773	128	63	103	97	66	61
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Who will do renovations

	Overall	Who will do renovations							
		Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/Engineer	Family/Friends	Miscellaneous
Strong (Ready to Renovate)	n 325 42.0%	133 47.0%	59 40.7%	6 16.4%	49 45.5%	71 42.2%	1 17.4%	1 16.5%	0 0%
Moderate (Thinking of Renovating)	n 222 28.8%	86 30.4%	40 27.8%	11 28.3%	36 33.3%	38 22.8%	3 67.7%	1 18.7%	1 57.5%
Potential Renovator	n 226 29.2%	64 22.6%	46 31.6%	21 55.3%	23 21.3%	59 35.0%	1 14.9%	3 64.8%	1 42.5%
Total N	773	283	146	38	109	169	4	4	2
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Current residence of respondent

	Overall	Area of residence in Toronto									
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Oakville	Millton	Other
Paint/ Wallpaper	n 221 28.6%	14 31.8%	21 16.1%	46 25.1%	10 19.8%	41 36.5%	26 30.5%	41 36.0%	8 26.3%	2 36.4%	10 29.5%
Kitchen	n 57 7.4%	2 5.8%	11 9.6%	12 6.4%	8 14.7%	8 7.0%	6 7.1%	6 5.2%	3 10.1%	0 .0%	1 4.3%
Bathroom	n 64 8.2%	3 6.1%	13 11.6%	21 11.5%	8 15.8%	4 3.6%	4 5.2%	5 4.4%	3 10.6%	0 .0%	2 5.5%
Carpets/ Flooring	n 87 11.2%	9 21.3%	15 13.1%	13 7.0%	4 6.9%	9 8.1%	12 14.7%	18 16.5%	3 10.8%	0 .0%	3 7.3%
Basem/ Attic Conv/ Addn	n 105 13.6%	4 9.5%	19 16.4%	25 13.7%	4 7.6%	18 15.6%	13 15.3%	12 10.9%	5 16.2%	1 17.7%	5 13.1%
Exter Const/ Repair	n 80 10.4%	6 13.1%	11 9.6%	23 12.7%	4 8.1%	4 8.5%	9 11.0%	10 9.1%	2 5.5%	0 8.1%	4 12.8%
All Others	n 99 12.8%	3 6.8%	17 14.8%	25 13.5%	8 15.4%	12 10.8%	10 12.0%	11 10.4%	3 11.0%	2 34.9%	7 21.0%
Don't Know/Refused	n 60 7.7%	2 5.7%	8 6.8%	18 10.0%	6 11.6%	11 9.8%	4 4.3%	6 5.3%	3 9.6%	0 .0%	2 6.4%
Total	N 773 100.0%	43 100.0%	114 100.0%	183 100.0%	52 100.0%	113 100.0%	85 100.0%	108 100.0%	30 100.0%	6 100.0%	34 100.0%

[BASE-All home renovation intendents] [Data are weighted]

Most important renovation planned by Total household income

	Overall	Household income					
		Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000 or more
Paint/ Wallpaper	n 221 28.6%	4 55.6%	19 28.3%	29 22.3%	43 27.7%	30 26.4%	37 27.6%
Kitchen	% 57 7.4%	0 .0%	6 8.1%	13 10.4%	7 4.1%	8 7.0%	11 8.4%
Bathroom	n 64 8.2%	0 .0%	9 13.1%	10 7.9%	12 7.4%	6 5.6%	12 8.8%
Carpets/ Flooring	% 87 11.2%	1 8.6%	7 10.5%	19 15.1%	14 8.9%	17 15.3%	15 11.3%
Basem/ Attic Conv/ Addn	n 105 13.6%	0 .0%	5 7.4%	17 13.1%	26 16.7%	21 18.2%	21 15.2%
Exter Const/ Repair	% 80 10.4%	2 25.6%	9 12.7%	14 10.9%	22 13.8%	7 6.1%	12 9.1%
All Others	n 99 12.8%	0 .0%	10 14.0%	19 15.0%	19 12.2%	15 13.3%	19 14.3%
Don't Know/Refused	% 60 7.7%	1 10.2%	4 5.9%	7 5.3%	14 9.2%	9 8.0%	7 5.2%
Total	N 773 100.0%	8 100.0%	68 100.0%	129 100.0%	157 100.0%	114 100.0%	135 100.0%
%							

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Household size and Children in household

	Overall	Household size				Children in hold	
		1	2	3	4 or more	No	Yes
Paint/ Wallpaper	n	21	57	44	95	115	101
%		28.8%	30.6%	31.5%	26.2%	30.2%	26.8%
Kitchen	n	5	18	8	26	31	26
%		6.9%	9.5%	5.9%	7.1%	8.0%	6.8%
Bathroom	n	4	18	10	31	34	29
%		6.1%	9.9%	7.2%	8.6%	9.0%	7.8%
Carpets/ Flooring	n	6	20	16	45	46	41
%		8.2%	10.6%	11.5%	12.5%	12.0%	10.9%
Basem/ Attic Conv/ Addn	n	6	18	19	62	35	70
%		8.4%	9.9%	13.4%	17.2%	9.1%	18.7%
Exter Const/ Repair	n	13	17	15	33	45	33
%		18.7%	9.0%	10.9%	9.1%	11.7%	8.9%
All Others	n	13	28	18	40	52	44
%		17.8%	13.9%	12.7%	10.9%	13.6%	11.7%
Don't Know/Refused	n	4	12	10	30	24	32
%		5.2%	6.6%	7.0%	8.4%	6.4%	8.4%
Total	n	72	185	141	361	383	376
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Paint/ Wallpaper	221 28.6%	5 58.5%	32 24.3%	69 27.2%	47 27.4%	36 34.9%	21 30.5%
Kitchen	57 7.4%	1 15.7%	10 7.6%	21 8.4%	13 7.7%	2 1.9%	5 7.5%
Bathroom	64 8.2%	0 .0%	8 6.3%	21 8.2%	14 8.2%	9 8.2%	9 13.9%
Carpets/ Flooring	87 11.2%	1 8.1%	15 11.1%	32 12.6%	20 11.6%	12 11.8%	7 10.6%
Basem/ Attic Conv/ Addtn	105 13.6%	1 8.7%	25 19.5%	42 16.5%	25 14.4%	8 7.4%	3 3.8%
Exter Const/ Repair	80 10.4%	0 .0%	13 9.8%	27 10.7%	17 9.8%	16 14.9%	3 4.0%
All Others	99 12.8%	1 9.1%	16 12.2%	27 10.8%	24 13.7%	16 15.0%	11 15.7%
Don't Know/Refused	60 7.7%	0 .0%	12 9.1%	14 5.6%	12 7.2%	6 5.8%	9 13.8%
Total	773 100.0%	8 100.0%	130 100.0%	252 100.0%	173 100.0%	104 100.0%	68 100.0%
N							
%							

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Current residence of respondent

	Overall	Area of residence in Toronto								Mississauga a	Oakville	Milton	Other
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton						
Up to \$500	n	128	14	27	10	22	17	21	2	1	3		
	%	16.6%	12.6%	14.6%	19.6%	19.4%	20.0%	19.2%	6.7%	24.4%	9.8%		
\$ 501 - 1,000	n	63	13	12	2	10	8	13	1	0	1		
	%	8.2%	11.3%	6.3%	4.3%	9.1%	9.7%	11.8%	2.2%	.0%	2.8%		
\$1,001 - 2,500	n	103	14	26	6	14	14	10	6	0	4		
	%	13.3%	12.5%	14.2%	10.6%	12.6%	17.1%	8.6%	20.6%	.0%	11.5%		
\$2,501 - 5,000	n	97	16	23	4	15	8	11	6	2	7		
	%	12.6%	14.4%	12.7%	7.5%	13.0%	9.3%	10.4%	19.6%	29.9%	20.5%		
\$5,001 -10,000	n	66	11	16	6	8	8	6	4	0	2		
	%	8.6%	9.6%	9.8%	11.8%	6.6%	9.1%	5.1%	12.5%	.0%	7.1%		
Over \$10,000	n	61	11	19	6	7	4	8	2	0	4		
	%	7.9%	9.2%	10.5%	11.4%	6.2%	4.8%	7.2%	6.9%	6.8%	13.0%		
DK/NR	n	254	35	58	18	38	25	40	9	2	12		
	%	32.8%	30.4%	31.7%	34.1%	33.1%	30.0%	37.4%	31.4%	38.8%	35.4%		
Total	N	773	114	183	52	113	85	108	30	6	34		
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Total household income

		Overall	Household income					
			Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000 or more
Up to \$500	n	128	2	16	24	25	15	25
	%	18.6%	30.6%	23.8%	18.6%	15.9%	12.9%	18.8%
\$ 501 - 1,000	n	63	2	10	13	12	9	12
	%	8.2%	25.0%	14.5%	10.3%	7.6%	7.6%	8.5%
\$1,001 - 2,500	n	103	1	6	25	20	13	18
	%	13.3%	13.4%	8.4%	19.1%	12.8%	11.0%	13.0%
\$2,501 - 5,000	n	97	0	10	17	19	20	17
	%	12.6%	.0%	14.4%	12.9%	11.9%	17.4%	12.2%
\$5,001 - 10,000	n	66	2	6	10	16	13	14
	%	8.6%	20.9%	8.3%	7.9%	10.4%	11.4%	10.5%
Over \$10,000	n	61	0	0	6	14	11	16
	%	7.9%	.0%	.0%	5.0%	9.0%	9.4%	12.0%
DK/NR	n	254	1	21	34	51	35	34
	%	32.8%	10.2%	30.5%	26.2%	32.5%	30.4%	25.0%
Total N		773	8	68	129	157	114	135
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Up to \$500	n	128	13	30	32	53	60	68
	%	16.6%	17.9%	16.3%	22.5%	14.8%	15.8%	18.0%
\$ 501 - 1,000	n	63	12	18	6	27	38	25
	%	8.2%	16.3%	10.0%	4.3%	7.5%	10.0%	6.6%
\$1,001 - 2,500	n	103	10	23	20	49	59	44
	%	13.3%	14.5%	12.5%	14.1%	13.7%	15.5%	11.6%
\$2,501 - 5,000	n	97	11	18	21	46	45	51
	%	12.6%	15.3%	10.0%	14.7%	12.8%	11.8%	13.7%
\$5,001 -10,000	n	66	8	14	8	36	32	33
	%	8.6%	10.9%	7.5%	5.8%	9.9%	8.4%	8.8%
Over \$10,000	n	61	2	17	7	36	22	39
	%	7.9%	2.6%	9.1%	4.8%	9.9%	5.9%	10.3%
DK/NR	n	254	16	64	48	113	125	116
	%	32.8%	22.5%	34.7%	33.8%	31.4%	32.6%	30.9%
Total	N	773	72	185	141	361	383	376
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Up to \$500	128 16.6%	2 20.1%	26 20.0%	44 17.5%	31 18.2%	18 16.9%	3 4.2%
\$ 501 - 1,000	63 8.2%	1 8.0%	13 9.8%	18 7.2%	13 7.3%	12 11.6%	6 9.0%
\$1,001 - 2,500	103 13.3%	1 9.1%	17 13.3%	33 12.9%	21 12.3%	21 19.9%	8 11.2%
\$2,501 - 5,000	97 12.6%	1 8.7%	16 12.5%	38 14.9%	24 14.0%	12 11.1%	5 8.0%
\$5,001 -10,000	66 8.6%	1 8.1%	9 6.8%	24 9.6%	14 8.0%	10 9.2%	4 6.6%
Over \$10,000	51 7.9%	0 .0%	9 6.8%	25 10.1%	16 9.5%	2 2.0%	8 11.3%
DK/NR	254 32.8%	4 46.1%	40 30.8%	70 27.9%	53 30.7%	31 29.3%	34 49.7%
Total	773 100.0%	8 100.0%	130 100.0%	252 100.0%	173 100.0%	104 100.0%	68 100.0%
N							
%							

BASE=All home renovation intenders

[Data are weighted]

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Most important renovation planned

	Overall	Most important renovation						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Up to \$500	n	89	4	5	6	7	7	9
	%	40.4%	7.2%	7.8%	6.6%	7.0%	8.9%	9.6%
\$ 501 - 1,000	n	19	2	4	11	7	7	14
	%	8.6%	3.6%	6.6%	12.8%	6.2%	8.6%	13.8%
\$1,001 - 2,500	n	18	6	7	21	8	20	23
	%	7.9%	9.9%	11.5%	23.8%	8.0%	25.4%	23.1%
\$2,501 - 5,000	n	10	9	11	15	14	17	21
	%	4.3%	16.2%	17.1%	17.8%	13.0%	21.2%	21.7%
\$5,001 -10,000	n	2	10	13	14	12	6	8
	%	1.1%	18.0%	20.4%	16.3%	11.6%	7.3%	8.4%
Over \$10,000	n	3	10	4	1	33	3	6
	%	1.2%	18.1%	6.5%	.8%	31.2%	3.9%	6.2%
DK/NR	n	80	16	19	19	24	20	17
	%	36.4%	27.0%	30.2%	21.9%	22.9%	24.7%	17.2%
Total	N	221	57	64	87	105	80	99
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Who will do renovations

	Overall	Who will do renovations						Miscellaneous
		Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/Engineer	
Up to \$500	128 16.6%	90 31.7%	12 8.0%	5 14.0%	13 12.3%	5 3.1%	3 67.0%	0 .0%
\$ 501 - 1,000	63 8.2%	30 10.6%	8 5.7%	7 18.5%	7 6.4%	10 5.7%	0 .0%	0 .0%
\$1,001 - 2,500	103 13.3%	30 10.7%	17 11.5%	7 17.4%	24 21.9%	22 13.1%	0 .0%	0 .0%
\$2,501 - 5,000	97 12.6%	21 7.3%	19 12.9%	4 10.7%	21 19.6%	29 17.0%	0 .0%	0 .0%
\$5,001 -10,000	66 8.6%	10 3.6%	18 12.3%	1 3.8%	10 9.5%	23 13.3%	0 .0%	1 57.5%
Over \$10,000	61 7.9%	10 3.5%	15 10.4%	1 3.9%	7 6.4%	25 14.5%	1 15.6%	0 .0%
DK/NR	254 32.8%	92 32.6%	57 39.1%	12 31.6%	26 23.8%	56 33.3%	1 17.4%	1 42.5%
Total N	773	283	146	38	109	169	4	2
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Current residence of respondent

	Overall	Area of residence in Toronto									
		Ajax-Pickering	Toronto East	Toronto Central	Toronto West	York Region	Brampton	Mississauga	Oakville	Milton	Other
Do it myself	n 283	23 8.1%	45 15.9%	45 15.9%	13 4.6%	45 15.9%	45 15.9%	39 13.8%	8 2.8%	2 0.7%	16 5.7%
Some contracted help	n 146	10 6.8%	21 14.4%	35 23.9%	7 4.8%	25 17.1%	13 8.9%	20 13.7%	6 4.1%	1 0.7%	8 5.5%
General handyman	n 38	4 10.5%	5 13.2%	10 26.3%	4 10.5%	4 10.5%	1 2.6%	7 18.4%	1 2.6%	0 0%	0 0%
Skilled tradesperson	n 109	2 1.8%	16 14.7%	32 29.3%	7 6.4%	16 14.7%	10 9.2%	16 14.7%	4 3.7%	2 1.8%	1 0.9%
General contractor	n 169	4 2.4%	20 11.8%	56 33.2%	17 10.1%	19 11.2%	14 8.3%	20 11.8%	9 5.3%	1 0.6%	7 4.1%
Architect/ Engineer	n 4	0 0%	1 25%	0 0%	1 25%	1 25%	0 0%	1 25%	0 0%	0 0%	0 0%
Family/ Friends	n 4	0 0%	0 0%	1 25%	1 25%	1 25%	1 25%	0 0%	0 0%	0 0%	0 0%
Miscellaneous	n 2	0 0%	0 0%	1 50%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
DK/NR	n 18	0 0%	3 16.7%	4 22.2%	2 11.1%	3 16.7%	1 5.6%	4 22.2%	0 0%	0 0%	1 5.6%
Total	N 773	43 5.6%	114 14.7%	183 23.7%	52 6.7%	113 14.7%	85 11.0%	108 14.0%	30 3.9%	6 0.8%	34 4.4%
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intendents] [Data are weighted]

Who will do renovations by Total household income

		Overall	Household income					
			Under \$20,000	\$20,000-40,000	\$40,000-60,000	\$60,000-80,000	\$80,000-100,000	\$100,000-200,000 or more
Do it myself	n	283	1	25	47	71	39	44
	%	36.6%	8.8%	36.2%	36.5%	45.0%	33.9%	32.5%
Some contracted help	n	146	1	9	26	36	25	28
	%	18.9%	10.4%	13.1%	20.4%	22.8%	22.1%	20.4%
General handyman	n	38	3	6	7	2	3	8
	%	4.9%	36.5%	8.4%	5.6%	1.4%	2.4%	5.5%
Skilled tradesperson	n	109	0	9	19	16	14	24
	%	14.1%	.0%	13.2%	14.9%	10.1%	11.9%	17.6%
General contractor	n	169	2	19	23	27	31	27
	%	21.9%	25.6%	28.2%	18.1%	16.9%	27.0%	19.7%
Architect/ Engineer	n	4	0	0	0	1	1	3
	%	.6%	.0%	.0%	.0%	.5%	.6%	2.1%
Family/ Friends	n	4	0	1	3	1	0	0
	%	.5%	.0%	.9%	2.1%	.5%	.0%	.0%
Miscellaneous	n	2	1	0	0	0	0	1
	%	.2%	10.2%	.0%	.0%	.0%	.0%	.8%
DK/NR	n	18	1	0	3	4	2	2
	%	2.4%	8.6%	.0%	2.3%	2.9%	2.1%	1.3%
Total	N	773	8	68	129	157	114	135
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Household size and Children in household

	Overall	Household size				Children in hhold	
		1	2	3	4 or more	No	Yes
Do it myself	283 36.6%	18 25.2%	73 39.4%	55 39.2%	131 36.3%	128 33.3%	150 39.8%
Some contracted help	146 18.9%	7 9.8%	29 15.9%	27 19.5%	82 22.7%	61 16.0%	85 22.5%
General handyman	38 4.9%	10 14.3%	10 5.3%	4 2.8%	14 3.9%	26 6.8%	12 3.2%
Skilled tradesperson	109 14.1%	17 23.9%	26 13.9%	22 15.7%	42 11.5%	64 16.8%	42 11.3%
General contractor	169 21.9%	18 25.2%	36 19.6%	30 21.2%	78 21.7%	85 22.3%	77 20.5%
Architect/ Engineer	4 .6%	0 .0%	1 .4%	1 .5%	3 .8%	2 .6%	2 .6%
Family/ Friends	4 .5%	0 .0%	1 .7%	0 .0%	3 .8%	3 .7%	1 .4%
Miscellaneous	2 .2%	0 .0%	1 .6%	0 .0%	1 .2%	1 .3%	1 .2%
DK/NR	18 2.4%	1 1.7%	8 4.2%	2 1.1%	8 2.1%	13 3.3%	6 1.5%
Total	773 100.0%	72 100.0%	185 100.0%	141 100.0%	361 100.0%	383 100.0%	376 100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Respondent age

	Overall	Age group					
		18-24	25-34	35-44	45-54	55-64	65 +
Do it myself	283 36.6%	4 52.0%	58 44.5%	106 42.2%	56 32.6%	34 33.0%	14 20.5%
Some contracted help	146 18.9%	2 17.8%	36 27.4%	48 19.1%	31 18.2%	19 17.8%	6 9.3%
General handyman	38 4.9%	1 13.9%	3 2.3%	6 2.5%	10 6.0%	8 7.6%	7 9.5%
Skilled tradesperson	109 14.1%	0 .0%	12 9.2%	30 12.0%	30 17.3%	17 16.2%	16 23.5%
General contractor	169 21.9%	1 16.4%	21 15.9%	49 19.4%	41 23.5%	21 20.5%	20 29.7%
Architect/ Engineer	4 .6%	0 .0%	1 .6%	1 .5%	1 .4%	1 1.4%	0 .0%
Family/ Friends	4 .5%	0 .0%	0 .0%	1 .6%	1 .8%	0 .0%	1 2.0%
Miscellaneous	2 .2%	0 .0%	0 .0%	1 .3%	0 .0%	0 .0%	1 1.6%
DK/NR	18 2.4%	0 .0%	0 .0%	9 3.6%	2 1.1%	4 3.5%	3 4.0%
Total N	773	8	130	252	173	104	68
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by All home renovations planned

	Overall	All renovations planned						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External constructio n/ Repair	All other renovations
Do it myself	283 36.6%	183 53.0%	17 20.7%	36 30.0%	49 34.0%	48 32.5%	27 20.2%	43 23.9%
Some contracted help	146 18.9%	55 15.8%	20 23.9%	29 24.0%	25 17.6%	34 22.8%	24 17.8%	42 23.4%
General handyman	38 4.9%	20 5.7%	5 5.5%	3 2.6%	12 8.1%	5 3.5%	3 2.5%	8 4.2%
Skilled tradesperson	109 14.1%	48 14.0%	11 13.2%	17 14.2%	28 19.2%	15 9.9%	24 18.1%	31 17.5%
General contractor	169 21.9%	34 9.7%	27 32.6%	31 25.6%	28 19.1%	39 26.3%	52 39.1%	50 27.6%
Architect/ Engineer	4 .6%	0 .0%	0 .0%	0 .0%	0 .0%	4 2.9%	0 .0%	0 .0%
Family/ Friends	4 .5%	1 .2%	1 1.6%	1 1.1%	0 .0%	2 1.4%	1 .6%	1 .4%
Miscellaneous	2 .2%	0 .0%	0 .0%	1 .9%	0 .0%	0 .0%	1 .6%	1 .4%
DK/NR	18 2.4%	5 1.5%	2 2.5%	2 1.7%	3 2.0%	1 .6%	1 1.1%	5 2.5%
Total	773 100.0%	346 100.0%	84 100.0%	121 100.0%	144 100.0%	148 100.0%	133 100.0%	179 100.0%
N								
%								

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Who will do renovations by Most important renovation planned

	Overall	Most important renovation						
		Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
Do it myself	283 36.6%	144 65.3%	13 22.4%	15 24.1%	28 31.7%	37 34.7%	14 16.9%	19 19.5%
Some contracted help	146 18.9%	27 12.1%	10 17.9%	23 36.8%	11 12.6%	24 22.8%	13 16.8%	17 16.9%
General handyman	38 4.9%	15 6.6%	1 2.4%	0 .0%	10 11.8%	3 2.9%	2 2.6%	6 6.3%
Skilled tradesperson	109 14.1%	26 11.9%	9 15.5%	8 12.8%	18 20.9%	9 8.3%	13 16.7%	22 22.1%
General contractor	169 21.9%	6 2.8%	21 35.8%	14 22.3%	19 21.4%	26 25.0%	35 44.3%	33 33.2%
Architect/ Engineer	4 .6%	0 .0%	0 .0%	0 .0%	0 .0%	4 4.1%	0 .0%	0 .0%
Family/ Friends	4 .5%	1 .3%	1 2.3%	0 .0%	0 .0%	1 1.2%	1 1.0%	0 .0%
Miscellaneous	2 .2%	0 .0%	0 .0%	1 1.7%	0 .0%	0 .0%	0 .0%	0 .0%
DK/NR	18 2.4%	2 1.1%	2 3.7%	1 2.3%	1 1.6%	1 .9%	1 1.8%	2 1.9%
Total N	773	221	57	64	87	105	80	99
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]